Canadian FURNITURE WORLD AND THE UNDERTAKER

Published by the Commercial Press, Limited, 32 Colborne Street, Toronto

PLEASURE AND BUSINESS COMBINED

ALL ROADS LEAD TO

STRATFORD JANUARY 1917 10TH TO 20TH EXHIBIT

The George McLagan Furniture Co., Ltd.

Stratford Chair Co., Ltd.

Stratford Bed Co., Ltd.

The Stratford Manufacturing Co., Ltd.

LATEST PRODUCTIONS

HEARTY INVITATION GIVEN

Kindel Bed Co., Ltd.

Stratford Desk Ltd.

Imperial Rattan Co., Ltd.

Classic Furniture Ltd.

REMEMBER THE TIME

EXCELLENT DISPLAYS

Farquharson-Gifford Co., Ltd.

Globe-Wernicke Co., Ltd.

BE SURE TO COME ALONG

THE ONLY



TRADE MARK KIDDIE-KAR REGISTERED

PATENTS PENDING

Selling Agents:
John C. Mundell & Co., Ltd.
ELORA, ONTARIO

This Kiddie-Kar

is the hit of the year, and the most popular toy on the market. It is absolutely safe, almost indestructible, and for use indoors or out.

SELLS ON SIGHT—is being very widely advertised, and in demand everywhere. A few on your floor will convince you. Strongly made and handsomely finished in light orange with red wheels. The price is so low that no youngster need be denied one.

East of the Great Lakes:

No. 2....two to three years	$1.50
No. 3....three to four years	2.00
No. 4....four years and over	2.50

West of the Great Lakes:

No. 2....two to three years	$1.75
No. 3....three to four years	2.25
No. 4....four years and over	2.75

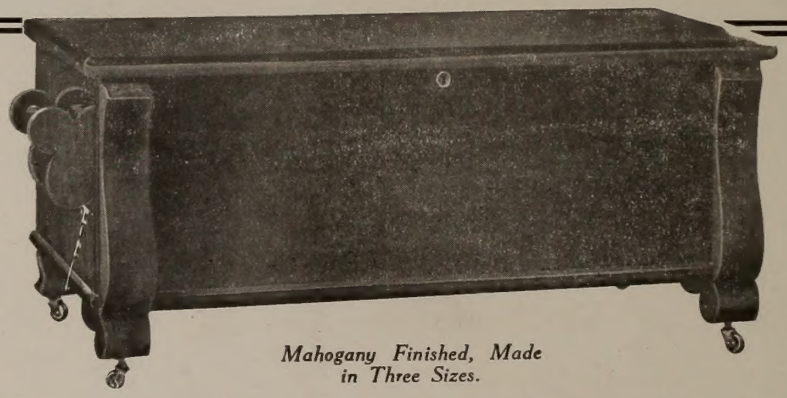
PRICES TO DEALERS on application.
Advertising folders, posters and newspaper cuts supplied.
YOUR ORDER should be in early to ensure prompt spring delivery. This is important, as there is going to be a still greater demand for these Kars then.

Canadian K. K. Company, Ltd.

Sole Canadian Rights
ELORA ONTARIO

Tennessee Cedar Chests

Absolutely moth-proof. Made in three popular sizes. Best copper trimmings used throughout. We can make immediate shipment.



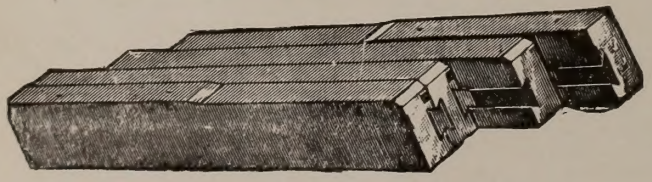
Mahogany Finished, Made in Three Sizes.

Every Woman Wants One

Their handsome appearance and great utility make them favorites with all. The price will enable you to make a good profit.

D. L. SHAFER & COMPANY, ST. THOMAS, ONTARIO

THE WABASH SLIDE



MADE BY

B. WALTER & CO., WABASH, IND.

The Largest EXCLUSIVE TABLE SLIDE Manufacturers in America.

SLIDE making a SPECIALTY BUSINESS

Because of our SPECIAL EQUIPMENT we can make SLIDES BETTER and CHEAPER than the furniture manufacturer who makes a dozen articles.

Many of THE BEST CANADIAN TABLE MAKERS are using WABASH SLIDES.

WHY ? Because we make a better slide at a lower cost.

DEALERS—INSIST on WABASH SLIDES

MADE IN **STRATFORD** CANADA

Come to Stratford!

Stratford's Furniture Manufacturers invite you to come to the big Furniture Exhibition to be held in Stratford, from January 10th to 20th, 1917. Come and see and get acquainted.

This exhibition will be held in the various factory showrooms, under the auspices of the Stratford Furniture Manufacturers.

We've got good furniture;
A bunch of good fellows, and
We'll show you a good time.

Stratford lines offer a diversity—a quality—a range of styles—that are appealing, and we fee assured you will find this exhibition, not only an enjoyment, but also a help in selecting quality furniture to meet your every-day demand in the furniture business.

STRATFORD FURNITURE MANUFACTURERS

DIRECTORY

Geo. McLagan Furniture Co.
Limited
Medium and High Grade Dining Room, Parlor, Hall and Library Furniture.

Farquharson-Gifford Co., Ltd.
Specialists in Revolving Seat Davenport Beds, and Living Room Furniture.

Stratford Chair Co., Limited
Diners, Rockers, Bedroom Chairs, Office, Den and Library Chairs, Children's Chairs. Buffets and Extension Tables. Dressers and Stands, Chiffoniers.

The Kindel Bed Co. Limited
Davenport Beds.
Living Room Furniture.

Globe-Wernicke Co., Limited
Globe-Wernicke Sectional Bookcases. Globe-Wernicke Filing Cabinets, Filing Cabinet Supplies, Stationers' Goods.

Imperial Rattan Co., Limited
Upholstered Reed and Willow Furniture of every description. Upholstered Living Room Furniture and Chesterfields.

Classic Furniture Limited.
High Grade Bedroom Furniture in Mahogany, American Walnut and Quartered Oak.

Stratford Manufacturing Co.
Limited
Kitchen Cabinets, Bake Boards, Ironing Boards, Clothes Racks, Step Ladders, Lawn Swings, Park and Verandah Seats, Camp Furniture, Assembly Room Seats, Canvas Cots and Chairs, Folding Chairs and Tables

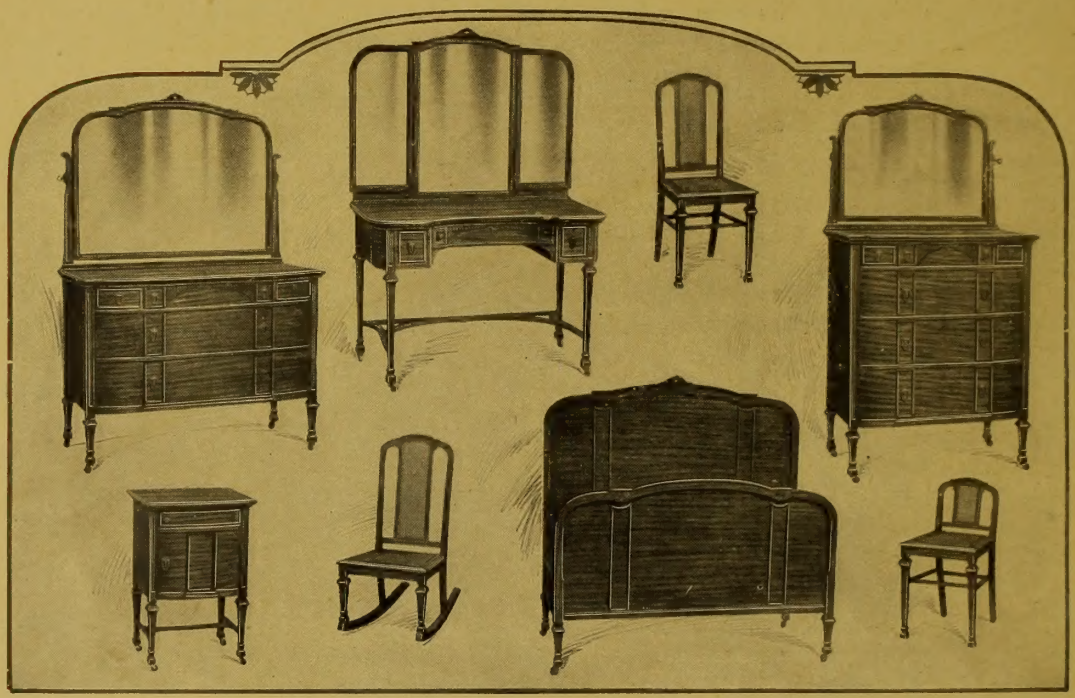
Stratford Bed Co., Limited
Brass Beds and Costumiers.
Brass Fire Place Rails.

Stratford Desk, Limited
Office Furniture.

MADE IN STRATFORD CANADA

ADAMS BEDROOM SUITE

No. 240 *by* McLAGAN

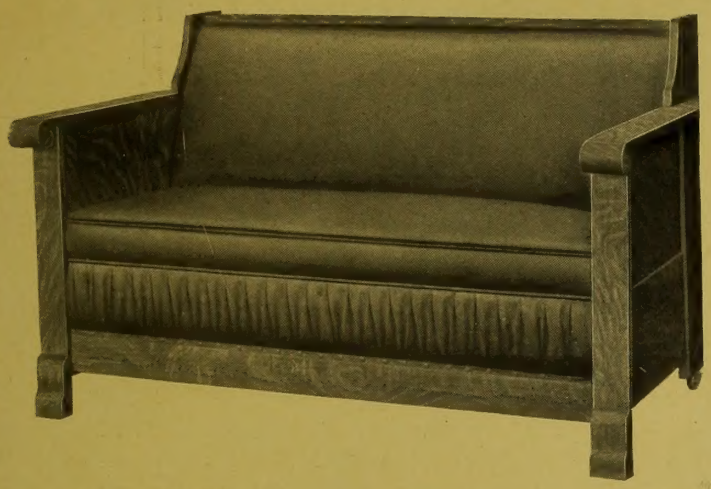


This solid mahogany bedroom suite is one of our best creations. Made in Adams design, its beauty and dignity of appearance, coupled with perfect finish and splendidly matched mahogany, place it in a class by itself. On your floor, it would add a touch of refinement that helps greatly in handling the medium and better class trade.

The George McLagan Furniture Company
Limited
STRATFORD ONTARIO

Come to Stratford Furniture Exhibition, Jan. 10th to 20th, 1917

MADE IN **STRATFORD** CANADA



BEAUTY, comfort, convenience and space economy are the characteristics of every **Kindel** Bed.

The range is so large and complete that every demand can be met from it.

Our new line of Upholstered Seats, Chairs and Rockers to match our Davenports and Folding Beds, is ready.

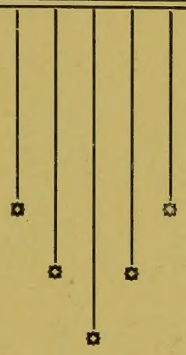
Kindel lines are the product of real earnest study of what the people really want and need. They attract attention and appeal to all classes.

Anticipate your requirements, and order early.

Kindel Bed Company
Limited

Stratford Ontario

Kindel



Exhibit

We will look for you at the Stratford Exhibition where our complete line will be displayed for your inspection.

Come to Stratford Furniture Exhibition, Jan. 10th to 20th, 1917

MADE IN STRATFORD CANADA

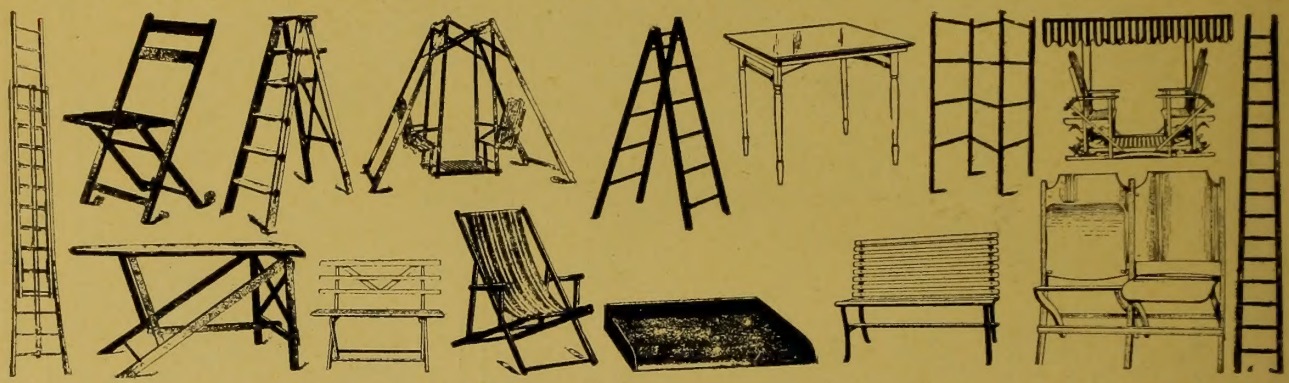
It's a Good Buy If It's Stratford

These pieces shown here represent a few of the well known lines we manufacture. Refer to the directory in this number for our complete line. "Stratford" policy has always been to provide the best and newest, and to place the goods through the retailer on a basis that will set him a good profit. May we quote you prices?

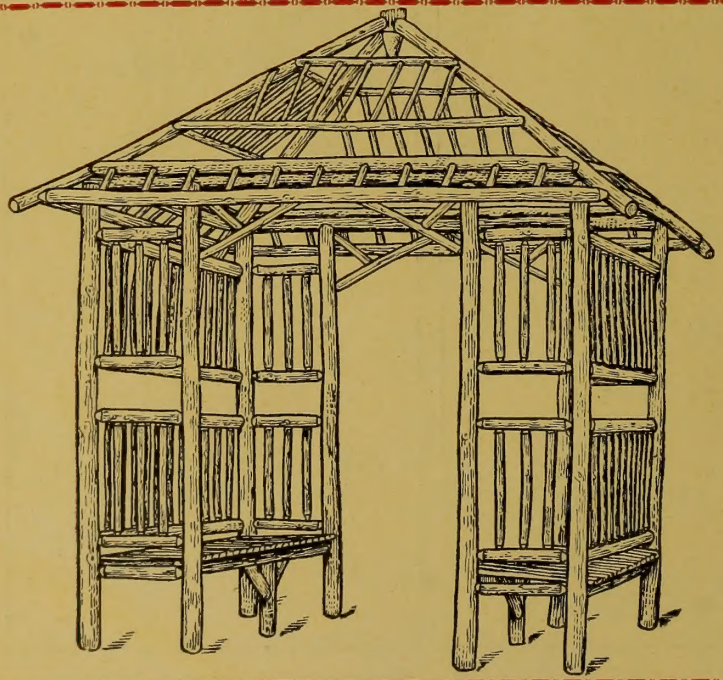
* * *

We extend to all the furniture dealers a hearty invitation to visit us at our exhibit at the Stratford Show, in January.

WE ALSO MANUFACTURE AN UP-TO DATE LINE OF KITCHEN CABINETS



Stratford Manufacturing Co., Limited - Stratford, Ont.



Old Hickory

"Old Hickory" Furniture was designed and especially built to satisfy the demand for a porch set within the price of the majority of people. "Old Hickory" quality and artistic value also appeals to the high-class. "Old Hickory" is constantly increasing in demand. "Old Hickory" is now made in Canada by us, and here is your chance and a certain way of bringing new customers to your store. Call and see us during the Exhibition or write us for prices. Take a tip and order early.

Imperial Rattan Co.
Limited
Stratford Ontario

Come to Stratford Furniture Exhibition, Jan. 10th to 20th, 1917

MADE IN STRATFORD CANADA

Watch the Trend of the Times

It means Profit for You

In furniture as in anything else, the trend is toward strength and simplicity. In superiority of construction, in quaintness and originality of design, our furniture is a perfect expression of popular ideals of to-day.

Visit our showrooms during January and inspect the new designs in ample time to select good sellers for the coming season.

We manufacture a complete line of Diners, Rockers, Bedroom Chairs, Office, Den and Library Chairs, Children's Chairs, Buffets and Extension Tables, Dressers, Stands and Chiffoniers.



1060—5



1060—6

The Stratford Chair Co. Limited

Stratford, - Ontario

Come to Stratford Furniture Exhibition, Jan. 10th to 20th, 1917

MADE IN STRATFORD CANADA

BRASS BEDS

A Moderate Sized Line of Select Designs

There are not as many designs in the Stratford line as in some others; but every Stratford pattern is a seller—has been selected for that reason. You take no chance when you buy Stratford Brass Beds.

The Stratford line of Brass Beds has no superior in design, construction, color or finish. Come to the Exhibition and see for yourself.

THE STRATFORD BED COMPANY, LIMITED
STRATFORD, ONTARIO

Stratford Furniture Manufacturers
extend to one and all
best wishes
for a
prosperous nineteen seventeen

Come to Stratford Furniture Exhibition, Jan. 10th to 20th 1917

THIRD ANNUAL

Canadian Furniture World Buyers' Directory

CONTAINING THE MOST EXTENSIVE AND MOST CONVENIENTLY ARRANGED BUYERS' GUIDE EVER COMPILED FOR CANADIAN FURNITURE DEALERS AND MANUFACTURERS

THIS DIRECTORY NUMBER has not been hastily compiled. Months have been spent in making it complete, based on the experience of previous years' directories. The information came from the manufacturers themselves, and if there are any supposed omissions or errors, it is due to manufacturers who failed to supply information in response to our requests.

The Directory is published as an editorial service to the Furniture Dealers of Canada. Manufacturers from whom the Furniture World has never received a dollar for advertising—and some from whom it probably never will—have their lines listed as well as other manufacturers who are more progressive and recognize the advertising value to be obtained in the pages of a trade newspaper for which subscribers pay real money.

Being an editorial service to readers, and not part of any advertising proposition, the names of advertisers and non-advertisers are given in the same style type. The Directory is intended to be a real Directory.

Compare this Directory with other publications, consider the broad policy of service followed by the Furniture World. and the reason for the rapid growth of this paper in circulation and popularity will be recognized. The publishers express appreciation for the liberal support given The Furniture World by the Furniture Trade in Canada during the past six years, and will further appreciate suggestions as to how next year's Directory Number, and The Furniture World every month, can be made of greater service to the trade.

THE COMMERCIAL PRESS - LIMITED - TORONTO - CAN.
32 COLBORNE STREET

Publishers of—Canadian Furniture World; Canadian Hardware Journal; The Retail Grocer and Provisioner
The Retail Druggist of Canada; The Canadian Manufacturer; The Canadian Builder and Carpenter
The Electrical Dealer and Contractor; Motoring

Bedroom Furniture

BEDS—Brass only
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Mersereau Co, Toronto.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Stratford Bed Co., Stratford.

BEDS—Brass and Iron
Barcalo Mfg. Co., Toronto.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Mersereau Co., Toronto.
Dominion Brass & Iron Bedstead Co., Montreal.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Ontario Spring Bed and Mattress Co., London.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.

BEDS—Iron only
Reliable Bedding Co., Weston.

BEDS—Davenports
See Davenports (upholstered furniture.)

BEDS—Folding
Antiseptic Bedding Co., Toronto.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Mersereau Co., Toronto.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
G. H. Hachborn & Co., Kitchener.
Ideal Bedding Co., Toronto.
Imperial Rattan Co., Stratford.
Ives Modern Bedstead Co., Cornwall.
Kindel Bed Co., Stratford.
D. H. Langlois & Co., St. Johns, Que.
Lippert Furniture Co., Kitchener.
Montreal Upholstering Co., Montreal.
Ontario Spring Bed and Mattress Co., London.
Otterville Mfg. Co., Otterville.
Owen Daveno Co., Hespeler.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Snyder Bros., Upholstering Co., Waterloo.

BEDS—Institution
Canada Furniture Manufacturers, Ltd., Woodstock.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Maple Leaf Bedding Co., Galt.
Ontario Spring Bed and Mattress Co., London.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.

BEDS—Sofa
Canadian Mersereau Co, Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
Geo. H. Hachborn & Co., Kitchener.
Ideal Bedding Co., Toronto.
Kindel Bed Co., Ltd., Stratford.
Montreal Upholstering Co., Montreal.
Owen Daveno Bed Co., Hespeler.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Snyder Bros. Upholstering Co, Waterloo.
Stratford Davenport Co., Stratford.

BEDS—Wooden
Anthes Furniture Co., Kitchener.
Beach Furniture Co., Cornwall.
M. F. Beach Co., Winchester.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Classic Furniture Co., Stratford.
Crown Furniture Co., Preston.
Dominion Furniture Mfg. Co., St. Therese, Que.
Durham Furniture Co., Durham.
Dymond-Colonial Co.'s, Strathroy.
Eastern Townships Furn. Mfg. Co., Arthabaska, Que.
Elora Furniture Co., Elora.
Gibbard Furniture Co., Napanee.
Gold Medal Furniture Mfg. Co., Toronto.
Harriston Furniture Mfg. Co., Harriston.
Hepworth Mfg. Co., Hepworth.
Hespeler Furniture Co., Hespeler.
Jacques Furniture Co., Kitchener.
Kilgour & Bros., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
A. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
North American Furniture Co., Owen Sound.
Spiesz Furniture Co., Hanover.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Stratford Chair Co., Stratford.
Tickell Sons & Co., Belleville.
Toronto Furniture Co., Toronto.
Victoriaville Furniture Co., Victoriaville, Que.
Windsor Furniture Co., Windsor, N.S.

BEDROOM CHAIRS AND ROCKERS
Also see Upholstered Chairs.

Anthes Furniture Co., Kitchener.
Baetz Bros. & Co., Kitchener.
Ball Furniture Co., Hanover.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Classic Furniture Co., Stratford.
F. E. Coombe Furniture Co., Kincardine.
Dymond-Colonial Co. Strathroy.
Elmira Furniture Co., Elmira.
Fraserville Chair Co., Riviere du Loup, Quebec.
Giddings, Ltd., Granby, Que.
Hespeler Furniture Co., Hespeler.
Hibner Furniture Co., Kitchener.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
A. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
Owen Sound Chair Co., Owen Sound.
Preston Chair Co., Preston.
Snyder Bros. Upholstering Co., Waterloo.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
Stratford Chair Co., Stratford.
Schierholtz Furniture Co., New Hamburg.
Toronto Furniture Co., Toronto.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

BEDROOM TABLES
Anthes Furniture Co., Kitchener.
Beach Furniture Co., Cornwall.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Furniture Co., Chesley.
Classic Furniture Co., Stratford.
Durham Furniture Co., Durham.
Dymond-Colonial Co.'s, Strathroy.
Eastern Townships Furn. Mfg. Co., Arthabaska, Que.
Elmira Furniture Co., Elmira.
Elora Furniture Co., Elora.
H. E. Furniture Co., Milverton.
Gibbard Furniture Co., Napanee.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
G. J. Lippert Table Co., Kitchener.
Lucknow Table Co., Lucknow.
D. H. Langlois & Co., St. John's, Que.
Malcolm & Souter Furniture Co., Hamilton.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
G. McLagan Furniture Co., Stratford.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
J Oliver & Sons, Ltd., Ottawa.
Spiesz Furniture Co., Hanover.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Stratford Chair Co., Stratford.
Strathroy Furniture Co., Strathroy.
Toronto Furniture Co., Toronto.
Windsor Furniture Co., Windsor, N.S.
Victoriaville Furniture Co., Victoriaville, Que.
Woeller, Bolduc & Co., Waterloo.

BED SPRINGS
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Feather and Mattress Co., Toronto.
Canadian Mersereau Co., Toronto.
Colleran Spring Bed Co., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
Ham & Nott Co., Brantford.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Kilgour & Bro., Beauharnois, Que.
Krug Bros. & Co., Chesley.
Leggett and Platt Spring Bed Co., Windsor.
Marshall Sanitary Mattress Co. Ltd., Toronto.
Munro Wire Works, Ltd., New Glasgow, N.S.
Maydwell Mfg. Co., Toronto.
J. Oliver & Sons, Ltd., Ottawa.
Ontario Spring Bed and Mattress Co., London.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Progress Spring Bed Mfg. Co., Montreal.
J. C. Sloane, Owen Sound.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
James Steel & Co., Guelph.
The Steel Furnishing Co., New Glasgow, N.S.
Whitworth & Restall, Toronto.

BOX SPRINGS
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Feather and Mattress Co., Toronto.
Dymond-Colonial Co.'s, Strathroy.
Gold Medal Furniture Mfg. Co., Toronto.

Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
F. W. & S. Mason, St. Andrews, N.B.
Ontario Spring Bed and Mattress Co., London.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Quality Mattress Co., Waterloo.
Shurly-Dietrich Co., Galt.
Standard Bedding Co., Toronto.

BOLSTER ROLLS

Dymond-Colonial Co,'s, Strathroy.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Ontario Spring Bed and Mattress Co., London.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Quality Mattress Co., Waterloo.

CHIFFONIERS (Odd or to match Dressers and Stands)

M. F. Beach Co., Winchester.
Beach Furniture Co., Cornwall.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Classic Furniture Co., Stratford.
Crown Furniture Co., Preston.
Dominion Furniture Mfg. Co., St. Therese, Que.
Durham Furniture Co., Durham.
Dymond-Colonial Co.'s, Strathroy.
Eastern Townships Furn. Mfg. Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Harriston Furniture Mfg. Co., Harriston.
Hepworth Mfg. Co., Hepworth.
Hespeler Furniture Co., Hespeler.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Malcolm & Souter Furniture Co., Hamilton.
Andrew Malcolm Furniture Co., Kincardine.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
Moffat Stove Co., Winnipeg.
J. Oliver & Sons, Ltd., Ottawa.
Spiesz Furniture, Ltd., Hanover.
Stratford Chair Co., Stratford.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Windsor Furniture Co., Windsor, N.S.

COMBINATION STANDS

Chesley Furniture Co., Chesley.
Durham Furniture Co., Durham.
Geo. Gale & Sons, Waterville, Que.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Wunder Furniture Mfg. Co., Kitchener.

COMFORTERS

Canadian Feather and Mattress Co., Toronto.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Toronto Feather and Down Co., Toronto.

COSTUMERS

Anthes Furniture Co., Kitchener.
Beach Furniture Co., Cornwall.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Mersereau Co., Toronto.
Collie-Cockerill Mfg. Co., Aurora.
Dymond-Colonial Co.'s, Strathroy.
Elmira Interior Woodwork Co., Elmira.
Hespeler Furniture Co., Hespeler.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Jacques Furniture Co., Kitchener.
J. & J. Kohn, Toronto.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
A. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
Ontario Spring Bed & Mattress Co., London.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Snyder Bros. Upholstering Co., Waterloo.
Toronto Furniture Co., Toronto.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

COTS

Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Mersereau Co., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
Ham & Nott Co., Brantford.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Maple Leaf Bedding Co., Galt.
Maydwell Mfg. Co., Toronto.
Munro Wire Works, St. Andrews, N.S.
Ontario Spring Bed and Mattress Co., London.
Otterville Mfg. Co., Otterville.
Parkhill Mfg. Co. Ltd., Montreal, Winnipeg, Vancouver.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.

CRADLES

See also Iron and Brass Beds.
Durham Furniture Co., Durham.
Eastern Townships Furn. Mfg. Co., Arthabaska, Que.
Gendron Mfg. Co., Toronto.
Kilgour & Bros., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
North American Bent Chair Co., Owen Sound.
J. Oliver & Sons, Ltd., Ottawa.
Progress Spring Bed Mfg. Co., Montreal.
Roxton Mill & Chair Mfg. Co., Waterloo, Quebec.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.

CRIBS

See Beds (brass and iron).
See also cradles.

DRESSERS (Only)

Crown Furniture Co., Preston.
Harriston Furniture Mfg. Co., Harriston.

DRESSERS, CHIFFONIERS, CHEVALS, WASHSTANDS, SOMNOES, DRESSING TABLES, ETC.

Anthes Furniture Co., Kitchener.
Beach Furniture Co., Cornwall.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Furniture Co., Chesley.
Classic Furniture Co., Stratford.
Dominion Furniture Mfg. Co., St. Therese, Que.
Durham Furniture Co., Durham.
Dymond-Colonial Co.'s, Strathroy.
Eastern Townships Furn. Mfg. Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Hepworth Mfg. Co., Hepworth.
Hespeler Furniture Co., Hespeler.
Jacques Furniture Co., Kitchener.
Kilgour & Bro., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Malcolm & Souter Furniture Co., Hamilton.
A. Malcolm Furniture Co., Kincardine.
Meaford Mfg. Co., Meaford.
North American Furniture Co., Owen Sound.
Orillia Furniture Co., Orillia
J. Oliver & Sons, Ltd., Ottawa.
Spiesz Furniture Co., Hanover.
Stratford Chair Co., Stratford.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Toronto Furniture Co., Toronto.
Victoriaville Furniture Co., Victoriaville, Que.
Windsor Furniture Co., Windsor, N.S.

DRESSERS AND WASHSTANDS (Odd)

M. F. Beach Co., Winchester.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Classic Furniture Co., Stratford.
Crown Furniture Co., Preston.
Dominion Furniture Mfg. Co., St. Therese, Que.
Durham Furniture Co., Durham.
Dymond-Colonial Co.'s, Strathroy.
Eastern Townships Furniture Mfg. Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Harriston Furniture Mfg. Co., Harriston.
Hepworth Mfg. Co., Hepworth.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Malcolm & Souter Furniture Co., Hamilton.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
McGill Chair Co., Cornwall.
J. Oliver & Son, Ltd., Ottawa.
Spiesz Furniture Co., Hanover.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Stratford Chair Co., Stratford.
Windsor Furniture Co., Windsor, N.S.

DRESSING TABLE DESKS

Canada Furniture Manufacturers, Ltd., Woodstock.
Classic Furniture Co., Stratford.
Dymond-Colonial Co.'s, Strathroy.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
And. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Meaford Mfg. Co., Meaford.
National Table Co., Owen Sonud.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.

HAMPERS

Canada Furniture Manufacturers, Ltd., Woodstock.

IRON BUNKS

Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.

LADIES' DRESSING TABLES (Odd or to match Dressers and Stands)

M. F. Beach Co., Winchester.
Beach Furniture Co., Cornwall.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Classic Furniture Co., Stratford.
Crown Furniture Co., Preston.
Durham Furniture Co., Durham.
Dymond-Colonial Co.'s, Strathroy.
Eastern Townships Furniture Mfg. Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Hespeler Furniture Co., Hespeler.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Krug Bros, & Co., Chesley.
Malcolm & Souter Furniture Co., Hamilton.
And. Malcolm Furniture Co., Kincardine.
Meaford Mfg. Co., Meaford.
J Oliver & Son, Ltd., Ottawa.
Spiesz Furniture Co., Hanover.
Stratford Chair Co., Stratford.

MATTRESSES

Antiseptic Bedding Co., Toronto.
Berlin Bedding Co., Toronto.
Bothwell Mfg. Co., Bothwell.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Feather and Mattress Co., Toronto.
Clark Mattress Co., Toronto.
Dymond-Colonial Co.'s, Strathroy.
Edmonton Tent and Mattress Co., Edmonton.
Empire Bedding & Upholstering Co., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
Golden Fleece Bedding Co., Toronto.
Ham & Nott Co., Brantford.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Keystone Bedding Co., London, Ont.
Kilgour & Bro., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
J. B. Larose, Hull, Que.
Lincoln Bedding Co., St. Catharines.
Marshall Sanitary Mattress Co. Ltd., Toronto.
F. W. & S. Mason, St. Andrews, N.B.
Ontario Spring Bed and Mattress Co., London.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Peterboro Mattress Co., Peterboro.
Quality Mattress Co., Waterloo.
Quebec Mattress Co., Quebec.
Restmore Mfg. Co., Vancouver.
Schreiter & Co., Kitchener.
Standard Bedding Co., Toronto.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Spiesz Furniture Co., Hanover.
Thomson Mattress Co., Montreal.
Uneeda Mattress Co., Montreal.
Whitworth & Restall, Toronto.

PILLOWS

Antiseptic Bedding Co., Toronto.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Feather and Mattress Co., Toronto.
F. W. & S. Mason, St. Andrews, N.B.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Kilgour & Bro., Beauharnois, Que.
Krug Bros. & Co., Chesley.
Munro Wire Works, Ltd., New Glasgow, N.S.
Ontario Spring Bed and Mattress Co., London.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Quality Mattress Co., Waterloo.
Restmore Mfg. Co., Vancouver.
Standard Bedding Co., Toronto.
Spiesz Furniture Co., Hanover.
Toronto Feather and Down Co., Toronto.
Whitworth & Restall, Toronto.

WARDROBES

Berlin Interior Hardwood Co., Kitchener.
M. F. Beach Co., Winchester.
Bothwell Mfg. Co., Bothwell, Ont.
Canada Furniture Manufacturers, Ltd., Woodstock.
Collie-Cockerill Mfg. Co., Aurora.
Crown Furniture Co., Preston.
Dominion Furniture Mfg. Co., St Therese, Que.
Eastern Townships Furniture Mfg. Co., Arthabaska, Que.
Elmira Interior Woodwork Co., Elmira.
Ham & Nutt, Brantford.
Hepworth Mfg. Co., Hepworth.
Hespeler Furniture Co., Hespeler.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Malcolm & Souter Furniture Co., Hamilton.
And. Malcolm Furniture Co., Kincardine.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
J. Oliver & Sons, Ltd., Ottawa.
Peppler Bros., Hanover.
Spiesz Furniture Co., Hanover.
Stratford Chair Co., Stratford.
St. Lawrence Furniture Co., Riviere du Loup, Que.

Dining Room Furniture

BUFFETS, SIDEBOARDS, EXTENSION TABLES, SIDE TABLES, CHINA CABINETS, DINERS.

Anthes Furniture Co., Kitchener.
M. F. Beach Co., Winchester.
Beach Furniture Co., Cornwall.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Classic Furniture Co., Stratford.
Crown Furniture Co., Preston.
Durham Furniture Co., Durham.
Harriston Furniture Mfg Co., Harriston.
Hepworth Mfg. Co., Hepworth.
Hespeler Furniture Co., Hespeler.
Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Lippert Furniture Co., Kitchener.
And. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
North American Furniture Co., Owen Sound.
J. Oliver & Sons, Ottawa.
Peppler Bros., Hanover.
Charles Rogers & Sons Co., Toronto.
Stratford Chair Co., Stratford.
Strathroy Furniture Co., Strathroy.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Tickell Sons & Co., Belleville.
Toronto Furniture Co., Toronto.
Victoriaville Furniture Co., Victoriaville, Que.
Windsor Furniture Co., Windsor, N.S.
Wunder Furniture Mfg. Co., Kitchener.

BUFFETS AND SIDEBOARDS (only)

Also see Buffets, etc.
Dominion Furniture Mfg. Co., St. Therese, Que.
Eastern Townships Furniture Mfg. Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Harriston Furniture Mfg. Co., Harriston.
Kilgour & Bros., Beauharnois, Que.
H. Krug Furniture Co., Kitchener.
D. H. Langlois & Co., St. John's, Que.
Markdale Furniture Co., Markdale.
Megantic Furniture Co., Megantic, Que.
Orillia Furniture Co., Orillia.
Paquet & Godbout, St. Hyacinthe, Que.
Spiesz Furniture Co., Ltd., Hanover.

CHINA CABINETS (Only—Odd or to match Sideboards and Buffets)

Crown Furniture Co., Preston.
Dominion Furniture Mfg. Co., St. Therese, Que.
Eastern Townships Furniture Mfg Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Jacques Furniture Co., Kitchener.
H. Krug Furniture Co., Kitchener.

CURATES

Canada Furniture Manufacturers, Ltd., Woodstock.
Gendron Mfg. Co., Toronto.
H. Krug Furniture Co., Kitchener.
Toronto Furniture Co., Toronto.

DINERS (only)

Also see Buffets, etc.
Baetz Bros. & Co., Kitchener.
Ball Furniture Co., Hanover.
Chesley Chair Co., Chesley.
Chesley Furniture Co., Chesley.
F. E. Coombe Furniture Co., Kincardine.
Elmira Furniture Co., Elmira.
Fraserville Chair Co., Riviere du Loup, Que.
Giddings, Ltd., Granby, Que.
Gold Medal Furniture Co., Toronto.
H. Krug Furniture Co., Kitchener.
John C. Mundell & Co., Elora.
McGill Chair Co., Cornwall.
National Furniture Co., Kitchener.
Neustadt Mfg. Co, Neustadt.
North American Bent Chair Co., Owen Sound.
Owen Sound Chair Co., Owen Sound.
Preston Chair Co., Preston.
Roxton Mill & Chair Co., Waterloo, Que.
Schierholtz Furniture Co., New Hamburg.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
Victoriaville Chair Co., Victoriaville.
Woeller, Bolduc & Co., Waterloo.

DINING ROOM TABLES (not adjustable)

Canada Furniture Manufacturers, Ltd., Woodstock.
Classic Furniture Co., Stratford.
Chesley Furniture Co., Chesley.

Begin the New Year with

TILT-TOP "TWINS"

DO NOT BE A LOSER FOR ANOTHER YEAR

A year ago you were advised to buy TWINS. A great many dealers took advantage of the splendid opportunity embodied in the TWIN PEDESTAL EXTENSION TABLE.

We now have all TWINS equipped with Tilt Tops.

Get in right at the start and do not leave an opening for anybody to tell you "we told you so," when you see your competitor reaping his harvest.



No. 405

Yours for A Prosperous New Year

CHESLEY FURNITURE COMPANY, LIMITED

CHESLEY - ONTARIO

Dominion Furniture Co., St. Therese, Que.
Elora Furniture Co., Elora.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
National Table Co., Owen Sound.

EXTENSION TABLES (odd)

Also see Buffets, etc,
Baird Bros., Plattsville.
Berlin Table Mfg. Co., Kitchener.
Chesley Furniture Co., Chesley.
Dominion Furniture Mfg. Co., St. Therese, Que.
Eastern Townships Furniture Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Harriston Furniture Co., Harriston.
Kilgour & Bro., Beauharnois, Que.
H. Krug Furniture Co., Kitchener.
Geo. J. Lippert Table Co., Kitchener.
Lucknow Table Co., Lucknow.
Markdale Furniture Co., Markdale.
National Table Co., Owen Sound.
Orillia Furniture Co., Orillia.
J. Oliver & Sons, Ottawa.
Spiesz Furniture Co., Hanover.

Parlor and Living Room

FOR SPECIAL LINES, SUCH AS PEDESTALS, TELEPHONE STANDS, ETC., SUITABLE FOR VARIOUS ROOMS, SEE NOVELTIES.

CHESTERFIELDS

See upholstered furniture.

DAVENPORTS

See upholstered furniture.

MUSIC CABINETS

Beach Furniture Co, Cornwall.
Bell Furniture Co., Southampton.
Brantford Piano Case Co., Brantford.
Canada Furniture Manufacturers, Ltd., Woodstock.
Classic Furniture Co., Stratford.
Chesley Furniture Co., Chesley.
Collie-Cockerill Mfg. Co., Aurora.
Dominion Furniture Mfg. Co., St. Therese, Que.
Dymond-Colonial Co.'s Strathroy.
Gold Medal Furniture Mfg. Co., Toronto.
Hespeler Furniture Co., Hespeler.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Malcolm & Souter Furniture Co., Hamilton.
And. Malcolm Furniture Co., Kincardine.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co, Meaford.
Newbigging Cabinet Co., Hamilton.
North American Furniture Co., Owen Sound.
Charles Rogers & Sons Co , Toronto

PARLOR CHAIRS and ROCKERS

See reed and upholstered furniture.

PARLOR SUITES

See upholstered furniture

PARLOR CABINETS

Malcolm & Souter Furniture Co., Hamilton.
Geo. McLagan Furniture Co., Stratford.

PIANO BENCHES

Knechtel Furniture Co., Hanover.
Woeller, Bolduc & Co., Waterloo.

PARLOR TABLES

Anthes Furniture Co., Kitchener.
Beach Furniture Co., Cornwall.
Canada Furniture Manufacturers, Ltd., Woodstock.
Classic Furniture Co., Stratford.
Chesley Furniture Co., Chesley.
F. E. Coombe Furniture Co., Kincardine.
Dominion Furniture Mfg. Co., St. Therese, Que.
Durham Furniture Co., Durham.
Elmira Furniture Co., Elmira.
Elora Furniture Co., Elora.
Frayne Furniture Co., Iroquois.
Gendron Mfg. Co., Toronto.
Harriston Furniture Mfg. Co., Harriston.
Hespeler Furniture Co., Hespeler.
D. Hibner Furniture Co., Kitchener.
Kilgour & Bro., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
D. H. Langlois & Co., St. John's, Que.
Geo. J. Lippert Table Co., Kitchener.
Malcolm & Souter Furniture Co., Hamilton.
And. Malcolm Furniture Co., Kincardine.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
Geo. McLagan Furniture Co., Stratford.
National Table Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
J. Oliver & Sons, Ottawa.
Orillia Furniture Co., Orillia.
Peppler Bros., Hanover.
Strathroy Furniture Co., Strathroy.
Stratford Chair Co., Stratford.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Toronto Furniture Co., Toronto.
Woeller, Bolduc & Co., Waterloo.

PEDESTALS

Baetz Bros. & Co., Kitchener.
Beach Furniture Co., Cornwall
Canada Furniture Manufacturers, Ltd., Woodstock.
Classic Furniture Co., Stratford.
Chesley Furniture Co., Chesley.
Elmira Furniture Co., Elmira.
Elora Furniture Co., Elora.
Frayne Furniture Co., Iroquois.
Globe Furniture Co., Waterloo.
Gold Medal Furniture Mfg. Co., Toronto.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
Krug Bros. & Co., Chesley.
G. J. Lippert Table Co., Kitchener.
Lippert Furniture Co., Kitchener.
Malcolm & Souter Furniture Co., Hamilton.
And. Malcolm Furniture Co., Kincardine.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
Otterville Mfg. Co., Otterville.
Peppler Bros., Hanover.
Charles Rogers & Sons Co., Toronto.
Strathroy Furniture Co., Strathroy.
Toronto Furniture Co., Toronto.
Wunder Furniture Mfg. Co., Kitchener.
Woeller, Bolduc & Co., Waterloo.

Library and Den Furniture

BOOKCASES

Canada Furniture Manufacturers, Ltd., Woodstock.
Canada Office and School Furniture Co., Preston.
Classic Furniture Co., Stratford.
Collie-Cockerill Mfg. Co., Aurora.
F. E. Coombe Furniture Co., Kincardine.
Dominion Furniture Mfg. Co., St. Therese, Que.
Elmira Interior Woodwork Co., Elmira.
Gibbard Furniture Co., Napanee.
Globe Furniture Co., Waterloo.
Jacques Furniture Co., Kitchener.
Kilgour & Bro., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
And. Malcolm Furniture Co., Kincardine.
Markdale Furniture Co., Markdale.
G. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
North American Furniture Co., Owen Sound.
Charles Rogers & Sons Co., Toronto.
Strathroy Furniture Co., Strathroy.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Spiesz Furniture Co., Hanover.
Toronto Furniture Co., Toronto.
Windsor Furniture Co., Windsor, N.S.

BOOK STANDS

(See Magazine Racks).

BOOKCASES (Sectional)

Canada Furniture Manufacturers, Ltd., Woodstock.
Classic Furniture Co., Stratford.
Collie-Cockerill Mfg. Co., Aurora.
Elmira Interior Woodwork Co., Elmira.
Globe-Wernicke Co,. Stratford.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
George McLagan Furniture Co., Stratford.

CARD AND DEN TABLES

Baetz Bros. & Co., Kitchener.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Furniture Co., Chesley.
Classic Furniture Co., Stratford.
F. E. Coombe Furniture Co., Kincardine.
Elmira Furniture Co., Elmira.
Gendron Mfg. Co., Toronto.
Hespeler Furniture Co., Hespeler.
Hourd & Co., London.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
G. J. Lippert Table Co., Kitchener.
Malcolm & Souter Furniture Co., Hamilton.
And. Malcolm Furniture Co., Kincardine.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
Montreal Upholstering Co., Montreal.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.



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our Permanent Wholesale Showrooms at

136-140 King St. East, Toronto

are open all the year around and afford the dealer with a prospective customer every opportunity to make a sale.

When in Toronto make our Showrooms your headquarters.

Queen Anne Furniture

In response to the present demand for popular priced furniture, we show here our No. 9590 Buffet. This piece is made in Walnut, and is of the Queen Anne motif.

The construction of this diningroom suite has been made with the practical idea uppermost, while in appearance they are distinguished to command attention in any company.

They unite good taste with moderate cost, and in quality, leave nothing to be desired.

Drop us a card about this line, and if convenient call in and see this in our showrooms. We know you will be convinced.



No. 9590—Buffet

FACTORIES :
WOODSTOCK
KITCHENER
WATERLOO
SEAFORTH

CANADA FURNITURE MANUFACTURERS LIMITED

GENERAL OFFICES : WOODSTOCK, ONT.

WHOLESALE SHOWROOMS : TORONTO WINNIPEG

FACTORIES :
WINGHAM
WALKERTON
WIARTON

North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
Otterville Mfg. Co., Otterville.
Snyder Bros., Upholstering Co., Waterloo.
Stratford Mfg. Co., Stratford.
Strathroy Furniture Co., Strathroy.
Walker & Clegg, Wingham.
Westport Woodworking Co., Westport, Ont.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

CELLARETTES

Canada Furniture Manufacturers, Ltd. Woodstock.
Classic Furniture Co., Stratford.
Dymond-Colonial Co.'s, Strathroy.
Hespeler Furniture Co., Hespeler.
J. Kreiner & Co., Kitchener.
And. Malcolm Furniture Co., Kincardine.
Geo. McLagan Furniture Co., Stratford.
J. C. Mundell & Co., Elora.
North American Furniture Co., Owen Sound.
Toronto Furniture Co., Toronto.

CHAIRS and SETTEES

See upholstered furniture.

COUCHES

See upholstered furniture.

DAVENPORTS

See upholstered furniture.

DESKS, LIBRARY

Anthes Furniture Co., Kitchener.
Baetz Bros. & Co., Kitchener.
Baird Bros., Plattsville.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canada Office and School Furniture Co., Preston.
Classic Furniture Co., Stratford.
F. E. Coombe Furniture Co., Kincardine.
Dominion Furniture Co., St. Therese, Que.
Dymond-Colonial Co.'s, Strathroy.
Elmira Interior Woodwork Co., Elmira.
Gibbard Furniture Co., Napanee.
Globe-Wernicke Co., Stratford.
Krug Bros. & Co., Chesley.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
Geo. McLagan Furniture Co., Stratford.
And. Malcolm Furniture Co., Kincardine.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
Preston Furniture Co., Preston.
Strathroy Furniture Co., Strathroy.
Wunder Furniture Mfg. Co., Kitchener.

LIBRARY TABLES

Anthes Furniture Co., Kitchener.
Baetz Bros. & Co., Kitchener.
Beach Furniture Co., Cornwall.
Bell Furniture Co., Southampton.
Berlin Office & Fixture Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canada Office and School Furniture Co., Preston.
Chesley Furniture Co., Chesley.
Classic Furniture Co., Stratford.
Collie-Cockerill Mfg. Co., Aurora.
F. E. Coombe Furniture Co., Kincardine.
Dominion Furniture Mfg. Co., St. Therese, Que.
Durham Furniture Co., Durham.
Dymond-Colonial Co.'s, Strathroy.
Elmira Furniture Co., Elmira.
Elmira Interior Woodwork Co., Elmira.
Hespeler Furniture Co., Hespeler.
D. Hibner Furniture Co., Kitchener.
Kilgour & Bros., Ltd., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
Jacques Furniture Co., Kitchener.
H. Krug Furniture Co., Kitchener.
Krug Bros., & Co., Chesley.
G. J. Lippert Table Co., Kitchener.
And. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
John C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
Peppler Bros., Hanover.
C. Rogers & Sons Co., Toronto.
Spiesz Furniture Co., Hanover.
Snyder Bros. Upholstering Co., Waterloo.
Stratford Chair Co., Stratford.
Strathroy Furniture Co., Strathroy.
Toronto Furniture Co., Toronto
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

MAGAZINE RACKS AND STANDS

Baetz Bros. & Co., Kitchener.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Office and School Furniture Co., Preston.
Chesley Furniture Co., Chesley.
Classic Furniture Co., Stratford.
Collie-Cockerill Mfg. Co., Aurora.
Dymond-Cononial Co.'s, Strathroy.
Elmira Interior Woodwork Co., Elmira.
Gold Medal Furniture Mfg. Co., Toronto.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
Lippert Furniture Co., Kitchener.
And. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Geo. McLagan Furniture Co., Stratford.
J. C. Mundell & Co., Elora.
Meaford Mfg. Co., Meaford.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
Preston Chair Co., Preston.
Snyder Bros. Upholstering Co., Waterloo.
Strathroy Furniture Co., Strathroy.
Walker & Clegg, Wingham.
Wunder Furniture Mfg. Co., Kitchener.

MORRIS CHAIRS

J. P. Albrough & Co., Ingersoll.
Canada Furniture Manufacturers, Ltd., Woodstock
F. E. Coombe Furniture Co., Kincardine.
Dominion Furniture Mfg. Co., St. Therese, Que.
Ellis Furniture Co., Ingersoll.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
G. H. Hachborn & Co., Kitchener.
Imperial Rattan Co., Stratford.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
Walter Mead & Co., Hanover.
Morlock Bros., Hanover.
J. C. Mundell & Co., Elora.
Owen Daveno Bed Co., Hespeler.
Charles Rogers & Sons Co., Toronto.
Schierholtz Furniture Co., New Hamburg.
Snyder Bros. Upholstering Co., Waterloo.
Standard Upholstering Co., Toronto.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.

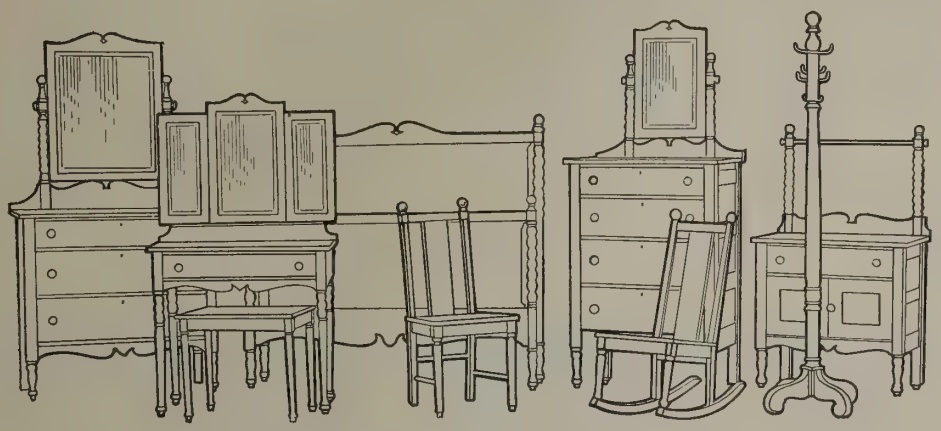
SMOKERS' SETS

F. E. Coombe Furniture Co., Kincardine.
Knechtel Furniture Co., Hanover.
And. Malcolm Furniture Co., Kincardine.
Meaford Mfg Co., Meaford.
J. C. Mundell & Co., Elora.
North American Furniture Co., Owen Sound.
National Table Co., Owen Sound.

WRITING TABLES AND SECRETARIES

Anthes Furniture Co., Kitchener.
Baetz Bros. & Co., Kitchener.
Bell Furniture Co., Southampton.
F. E. Coombe Furniture Co., Kincardine.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canada Office & School Furniture Co., Preston
Chesley Furniture Co., Chesley.
Classic Furniture Co., Stratford.
Dominion Furniture Mfg. Co., St. Therese, Que.
Durham Furniture Co., Durham.
Elmira Furniture Co., Elmira.
Elmira Interior Woodwork Co., Elmira.
Kilgour & Bro., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
G. J. Lippert Table Co., Kitchener.
And. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
Geo. McLagan Furniture Co., Stratford.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
Snyder Bros. Upholstering Co., Waterloo.
Spiesz Furniture Co., Hanover.
Stratford Chair Co., Stratford.
Strathroy Furniture Co., Strathroy.

Try Our No. 291 E Suite in Ivory Enamel for Something Different



No. 291 E Suite, Ivory Enamel Flat Finish.

THE making of Period Patterns at Popular Prices is a comparatively recent policy of this firm. We are able to offer our customers complete suites patterned in the style of any period that is selling—well finished and at a very reasonable price. Good outlines and true proportions characterize all of our designs. The No. 291 Suite shown above has the ball turnings of the Cromwellian period. It is made of maple, finished in white enamel gloss or ivory enamel flat finish. It may also be had in mahogany gloss finish at a saving.

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We know that it will be a repeater

THE KNECHTEL FURNITURE CO. LIMITED

HANOVER ONTARIO

St. Lawrence Furniture Co., Riviere du Loup, Que.
Toronto Furniture Co., Toronto.
Windsor Furniture Co., Windsor, N.S.
Wunder Furniture Mfg. Co., Kitchener.

Hall Furniture

CONSOLE TABLES AND MIRRORS

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Hespeler Furniture Co., Hespeler.
H. Krug Furniture Co., Kitchener.
And. Malcolm Furniture Co., Kincardine.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
Wunder Furniture Co., Kitchener.

HALL CHAIRS

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Classic Furniture Co., Stratford.
F. E. Coombe Furniture Co., Kincardine.
C. P. Gilinas & Frere, Three Rivers, Que.
Elmira Furniture Co., Elmira.
Hespeler Furniture Co., Hespeler.
D. Hibner Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
McGill Chair Co., Cornwall.
Geo. McLagan Furniture Co., Stratford.
J. C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
Preston Chair Co., Preston.
Stanfold Chair Mfg. Co., Stanfold, Que.
Stratford Chair Co., Stratford.
Wunder Furniture Co., Kitchener.

HALL CLOCKS

Baetz Bros. & Co., Kitchener.
Jacques Furniture Co., Kitchener.

HALL SEATS AND MIRRORS

Anthes Furniture Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Classic Furniture Co., Stratford.
Chesley Furniture Co., Chesley.
Dymond-Colonial Co.'s, Strathroy.
D. Hibner Furniture Co., Kitchener.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
Lippert Furniture Co., Kitchener.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
Markdale Furniture Co., Markdale.
North American Furniture Co., Owen Sound.
Peppler Bros., Hanover.
Charles Rogers & Sons Co., Toronto.
James Smart Mfg. Co., Brockville.
Wunder Furniture Mfg. Co., Kitchener.

HALL TREES

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Classic Furniture Co., Stratford.
Chesley Furniture Co., Chesley.
Collie-Cockerill Mfg. Co., Aurora.
Hespeler Furniture Co., Hespeler.
D. Hibner Furniture Co., Kitchener.
Ideal Bedding Co., Toronto.
H. Krug Furniture Co., Kitchener.
Lindsay Library & Office Fittings, Lindsay.
Geo. McLagan Furniture Co., Stratford.
J. C. Mundell & Co., Elora.
Meaford Mfg. Co., Meaford.
National Table Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
Peppler Bros., Hanover.
Snyder Bros. Upholstering Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

HALL RACKS

Anthes Furniture Co., Kitchener.
Chesley Furniture Co., Chesley.
Canada Furniture Manufacturers, Ltd., Woodstock.
Classic Furniture Co., Stratford.
Dominion Furniture Mfg. Co., St. Therese, Que.
Dymond-Colonial Co.'s, Strathroy.
D. Hibner Furniture Co., Kitchener.
Kilgour Bros. & Co., Beauharnois, Que.
Lippert Furniture Co., Kitchener.
Meaford Mfg. Co., Meaford.
Geo. McLagan Furniture Co., Stratford.
Peppler Bros., Hanover.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Wunder Furniture Mfg. Co., Kitchener.

UMBRELLA STANDS

Anthes Furniture Co., Kitchener.
Berlin Interior Hardwood Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock
Classic Furniture Co. Stratford.
Chesley Furniture Co., Chesley.
F. E. Coombe Furniture Co., Kincardine.
Dymond-Colonial Co.'s, Strathroy.
Elmira Furniture Co., Elmira
Elmira Interior Woodwork Co., Elmira.
Elora Furniture Co., Elora.
Glaeser & Leinberger, Hanover.
Hespeler Furniture Co., Hespeler.
J. Kreiner & Co., Kitchener.
H. Krug Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Malcolm & Souter Furniture Co., Hamilton.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
Peppler Bros., Hanover.
Snyder Bros. Upholstering Co., Waterloo.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Wunder Furniture Mfg. Co., Kitchener.

Kitchen and Laundry

BAKE, AND IRONING BOARDS

Chesley Furniture Co., Chesley.
H. E. Furniture Co., Milverton.
Krug Bros. & Co., Chesley.
Otterville Mfg. Co., Otterville.
Stratford Mfg. Co., Stratford.

CHAIRS

Ball Furniture Co., Limited, The, Hanover.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Chair Co., Ltd., Chesley.
Danville Chair & Specialty Co., Danville, Que.
Dominion Chair Co., Limited, Bass River, N.S.
Durham Furniture Co., Durham.
Fraserville Chair Company, Fraserville, Que.
C. P. Gilinas & Frere, Three Rivers, Que.
Giddings, Limited, Granby, Que.
Harriston Furniture Mfg. Co., Harriston.
D. Hibner Furniture Co., Kitchener.
Kilgour Bros. & Co., Beauharnois, Que.
Krug Bros. & Co., Chesley.
Knechtel Furniture Co., Hanover.
McGill Chair Co., Cornwall.
North American Bent Chair Co., Owen Sound.
Neustadt Mfg. Co., Neustadt.
J. Oliver & Sons, Ltd., Ottawa.
Otterville Mfg. Co., Otterville.
Roxton Mill & Chair Co., Waterloo, Que.
Stanfold Chair Mfg. Co., Stanfold, Que.
George Valliere, Quebec, Que.
Victoriaville Chair Co., Limited, Victoriaville, Que.

CLOTHES DRIERS

Stratford Mfg. Co., Stratford.

CLOTHES WRINGERS

J. H. Connor & Sons, Ottawa.

CUPBOARDS

Canada Furniture Manufacturers, Ltd., Woodstock.
Durham Furniture Co., Durham.
Eastern Townships Furniture Mfg. Co., Arthabaska.
H. E. Furniture Co., Milverton.
Harriston Furniture Mfg. Co., Harriston.
Hepworth Mfg. Co., Hepworth.
Kilgour & Bro., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
J. Oliver & Sons, Ottawa.
St. Lawrence Furniture Co., Riviere du Loup, Que.

CURTAIN STRETCHERS

Otterville Mfg. Co., Otterville.
Stratford Mfg. Co., Stratford.

KITCHEN CABINETS

Canada Furniture Manufacturers, Ltd., Woodstock.
Eastern Townships Furniture Mfg. Co., Arthabaska, Que.
Wm. Gray, Sons & Campbell, Chatham, Ont.
Ham & Nott, Brantford.
Harriston Furniture Mfg. Co., Harriston.
Hepworth Mfg. Co., Hepworth.

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Living Room Furniture *of* Character

We have a nice range of designs in Chesterfields and Easy Chairs as well as an extensive line of Jacobean and William and Mary Chairs and Rockers. Our prices are low, consistent with the high quality of construction and finish.



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H. E. Furniture Co., Milverton.
Knechtel Furniture Co., Hanover.
Knechtel Kitchen Cabinet Co., Hanover
Krug Bros. & Co., Chesley.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
J. Oliver & Sons, Ottawa.
Stratford Mfg. Co., Stratford.
Thompson Kanuck Kitchen Cabinet Co., Belleville.
Watson, Ltd., Bradford.

PORCELAIN TABLES

H. E. Furniture Co., Milverton.

SAFES

Canada Furniture Manufacturers, Ltd., Woodstock.

STEP-LADDER CHAIRS

Otterville Mfg. Co., Otterville.
Stratford Mfg. Co., Stratford.

STOVES AND RANGES

Beach Foundry Co., Ottawa.
Burrow, Stewart & Milne, Hamilton.
Canadian Heating & Ventilating Co., Owen Sound.
Clare Bros., Preston.
Galt Stove & Furnace Co., Galt.
Enterprise Foundry Co., Sackville N.B.
Findlay Bros., Carleton Place.
Gurney Foundry Co., Toronto.
Hall-Zryd Foundry Co., Hespeler.
Hamilton Stove & Heater Co., Hamilton.
Kir-Ben, Limited, Almonte, Ont.
McClary Mfg. Co., London.
Moffat Stove Co., Weston.
D. Moore Co., Hamilton.
Jas. Smart Mfg. Co., Brockville.
Jas. Stewart Mfg. Co., Woodstock.
Supreme Heating Co., Welland.

TABLES

Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Furniture Co., Chesley.
Cushing Bros., Calgary.
Durham Furniture Co., Durham.
Eastern Townships Furniture Mfg. Co., Arthabaska, Que.
Kilgour & Bros., Ltd., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
D. H. Langlois & Co., St. John's, Que.
Lucknow Table Co., Lucknow.
Hepworth Mfg. Co., Hepworth.
D. Hibner Furniture Co., Kitchener.
G. J. Lippert Table Co., Kitchener.
Maydwell Mfg. Co., Toronto.
Meaford Mfg. Co., Meaford.
National Table Co., Owen Sound.
J. Oliver & Sons, Ottawa.
Peppler Bros., Hanover.
Spiesz Furniture Co., Hanover.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Strathroy Furniture Co., Strathroy.
Victoriaville Furniture Co., Victoriaville, Que.
Windsor Furniture Co., Windsor, N.S.
Weiler Bros., Victoria, B.C.

TUB STANDS

J. H. Connor & Sons, Ottawa.
Otterville Mfg Co., Otterville.
Stratford Mfg. Co., Stratford.

REFRIGERATORS

Eureka Refrigerator Co., Toronto.
Ham & Nott, Brantford.
John Hillock & Co., Toronto.
Sanderson, Harold, Co., Paris.
James Smart Mfg. Co., Brockville.

WASHING MACHINES

E. H. Briggs Co., Winnipeg.
J. H. Connor & Sons, Ottawa.
Cummer-Dowswell, Hamilton.
Excello Motor Washer Co., Kitchener.
Geo. C. Kaitting & Son, Galt.
D. Maxwell & Sons, St. Mary's.
One Minute Washer Co., Toronto.
James Smart Mfg. Co., Brockville.

Bathroom Furniture

BATHROOM FITTINGS

Gendron Mfg. Co., Toronto.

MEDICINE CABINETS

Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Furniture Co., Chesley.
Dymond-Colonial Co.'s, Strathroy.
Dominion Furniture Mfg. Co., St. Therese, Que.
Durham Furniture Co., Durham.
Gendron Mfg. Co., Toronto.
H. E. Furniture Co., Milverton.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Meaford Mfg. Co., Meaford.
Markdale Furniture Co., Markdale.
Matthews Bros., Toronto.
Maydwell Mfg. Co., Toronto.
North American Furniture Co., Owen Sound.
J. Oliver & Sons, Ottawa.
St. Lawrence Furniture Co., Riviere du Loup, Que.
D. L. Shafer Co., St. Thomas.

MIRRORS

See Novelties.

STOOLS

See Novelties.

Verandah, Lawn and Camp

AWNINGS AND WINDOW SHADES

Geo. H. Hees & Sons Co., Toronto.
Fred G. Soper Co., Toronto.

CAMP STOOLS

Ideal Bedding Co., Toronto.
Krug Bros. & Co., Chesley.
Maydwell Mfg. Co., Toronto.
Otterville Mfg. Co., Otterville.
Roxton Mill & Chair Co., Waterloo, Quebec.
Stratford Mfg. Co., Stratford.
Southampton Seating Co., Southampton.

CAMP BEDS AND COTS

(See Iron and Brass Beds).
Colleran Spring Bed Co., Ltd., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
Kindel Bed Co., Toronto.
Krug Bros. & Co., Chesley.
Maydwell Mfg. Co., Toronto.
Otterville Mfg. Co., Otterville.
J. Oliver & Sons, Ottawa.
Progress Spring Bed Co., Montreal.
Stratford Mfg. Co., Stratford.

CHAIRS, ROCKERS AND SETTEES

Baetz Bros. & Co., Kitchener.
F. Bibby & Co., Dundas.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
Chesley Chair Co., Chesley.
Danville Chair Co., Danville, Que.
Fraserville Chair Co., Fraserville, Que.
Gendron Mfg. Co., Toronto.
C. P. Gilinas & Frere, Three Rivers, Que.
Imperial Rattan Co., Stratford.
W. B. Jennings, St. Thomas.
Krug Bros. & Co., Chesley.
Malcolm Co., Limited, Vancouver.
North American Bent Chair Co., Owen Sound.
Royal Chair Co., Quebec, Que.
Roxton Mill & Chair Co., Waterloo, Que.
Snyder Bros. Upholstering Co., Waterloo.
Southampton Seating Co., Southampton.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
Stratford Mfg. Co., Stratford.
Jno. Watson Mfg. Co., Ayr.

COUCH HAMMOCKS

Galt Robe Co., Galt.
Ideal Bedding Co., Toronto.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Steel Furnishing Co., New Glasgow, N.S.

FOLDING CHAIRS

Berlin Interior Hardwood Co., Kitchener.
Berlin Office & Fixture Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
Canadian Steel Specialty Company, Grimsby.
Chesley Chair Co., Chesley.
Ideal Bedding Co., Toronto.
Krug Bros. & Co., Chesley.
McGill Chair Co., Cornwall.
North American Bent Chair Co., Owen Sound.
Otterville Mfg. Co., Otterville.
Roxton Mill & Chair Co., Waterloo, Que.
Stratford Mfg. Co., Stratford.

FOLDING TABLES

Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
Chesley Furniture Co., Chesley.
Durham Furniture Co., Durham.
Hourd & Co., London.
Krug Bros. & Co., Chesley.
National Table Co., Owen Sound.
Otterville Mfg. Co., Otterville.
J. Oliver & Sons, Ottawa.
Roxton Mill & Chair Co., Waterloo, Quebec.
Strathroy Furniture Co., Strathroy.
Stratford Mfg. Co., Stratford.

HAMMOCKS

Dominion Hammock Co., Dunnville.
Galt Robe Co., Galt.

LADDERS

Stratford Mfg. Co., Stratford.
Otterville Mfg. Co., Otterville.

LAWN SEATS AND SWINGS

Canadian Buffalo Sled Co., Preston.
Canadian Rattan Co., Victoriaville, Que.

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Danville Chair & Specialty Co., Danville, Que.
J. C. Mundell & Co., Elora.
Stratford Mfg. Co., Stratford.
James Smart Mfg. Co., Brockville.
W. F. Vilas, Cowansville, Que.

PARK SEATS

Stratford Mfg. Co., Stratford.
James Smart Mfg. Co., Brockville.
John Watson Mfg. Co., Ayr.

REED AND RATTAN FURNITURE

Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
Gendron Mfg. Co., Toronto.
Imperial Rattan Co., Stratford.
Kilgour & Bro., Beauharnois, Que.
J. E. Smith & Co., Windsor, N.S.

SEAGRASS FURNITURE

W. B. Jennings Co., St. Thomas.
The Malcolm Co., Vancouver, B.C.

WILLOW FURNITURE

F. Bibby & Co., Dundas.
Brantford Willow Works, Brantford.
Imperial Rattan Co., Stratford.
Malcolm Co., Limited, Vancouver.

Office Furniture

BOARDROOM TABLES

Berlin Interior Hardwood Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canada Office & School Furn. Co., Preston.
Chesley Furniture Co., Chesley.
Collie-Cockerill Mfg. Co., Aurora.
F. E. Coombe Furn. Co., Kincardine.
Elmira Interior Woodwork Co., Elmira.
Globe Furniture Co., Waterloo.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
J. C. Mundell & Co., Elora.
Meaford Mfg. Co., Meaford.
National Table Co., Owen Sound.
Office Specialty Co., Newmarket.
John B. Snider, Waterloo.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Toronto Furniture Co., Toronto.

BOOKCASES

Canada Furniture Manufacturers, Ltd., Woodstock.
Classic Furniture Co., Stratford.
Collie-Cockerill Mfg. Co., Aurora.
Globe Furniture Co., Waterloo.
Globe-Wernicke Co., Stratford.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Geo. McLagan Furn. Co., Stratford.
Meaford Mfg. Co., Meaford.
North American Furniture Co., Owen Sound.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.

CHAIRS

Ball Furniture Co., Hanover.
Bell Furniture Co., Southampton.
Berlin Interior Hardwood Co., Kitchener.
Canadian Office & School Furniture Co., Preston.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Chair Co., Chesley.
Collie-Cockerill Mfg. Co., Aurora.
F. E. Coombe Furniture Co., Kincardine.
Danville Chair & Specialty Co., Danville, Que.
Elmira Interior Woodwork Co., Elmira
Elmira Furniture Co., Elmira.
Fraserville Chair Co., Riviere du Loup, Quebec.
Globe Furniture Co., Waterloo.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Krug Bros & Co., Chesley.
McGill Chair Co., Cornwall.
John C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
Owen Sound Chair Co., Owen Sound.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
Stratford Chair Co., Stratford.
John B. Snyder, Waterloo.
Woeller, Bolduc & Co., Waterloo.

DESKS—FLAT AND ROLL-TOP

Baird Bros., Plattsville.
Beach Furniture Co., Cornwall.
Berlin Interior Hardwood Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Office & School Furniture Co., Preston.
Collie-Cockerill Mfg. Co., Aurora.
Dominion Furniture Mfg. Co., St. Therese, Que.
Elmira Interior Woodwork Co., Elmira.
Krug Bros. & Co., Chesley.
Kilgour & Bros., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
A. Malcolm Furniture Co., Kincardine.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
J. Oliver & Sons, Ottawa.
Paquet & Godbout, St. Hyacinthe, Que.
Preston Furniture Co., Preston.
Charles Rogers & Sons Co., Toronto.
Strathroy Furniture Co., Strathroy.
Stratford Desks, Ltd., Stratford.
John B. Snider, Waterloo.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Steel Equpiment Co., Ottawa.
Windsor Furniture Co., Windsor, N.S.

DESKS—STANDING

Berlin Interior Hardwood Co., Kitchener.
Canada Furniture Manufacturers, Woodstock.
Canadian Office & School Furniture Co., Preston.
Collie-Cockerill Mfg. Co., Aurora.
Elmira Interior Woodwork Co., Elmira.
Globe-Wernicke Co., Stratford.
Globe Furniture Co., Waterloo.
Knechtel Furniture Co., Hanover.
A. Malcolm Furn. Co., Kincardine.
John B. Snider, Waterloo.
Stratford Desks, Ltd., Stratford.

FILING CABINETS AND SUPPLIES

Canada Furniture Manufacturers, Ltd., Woodstock.
Collie-Cockerill Mfg. Co, Aurora
Classic Furniture Co, Stratford
Elmira Interior Woodwork Co., Elmira.
Globe-Wernicke Co., Stratford.
Knechtel Furniture Co., Hanover.
Geo. McLagan Furniture Co., Stratford.
Steel Equipment Co., Ottawa.

OFFICE TRUCKS

Canada Furniture Manufacturers, Ltd., Woodstock.
Collie-Cockerill Mfg. Co., Aurora.
Elmira Interior Woodwork Co., Elmira.
Hespeler Furniture Co., Hespeler.

SETTEES

Berlin Interior Hardwood Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co, Victoriaville, Que.
Canada Office & School Furniture Co., Preston.
Collie-Cockerill Mfg. Co., Aurora.
Elmira Interior Woodwork Co., Elmira.
Elmira Furniture Co., Elmira
Globe Furniture Co., Waterloo.
Imperial Rattan Co., Stratford.
H. Krug Furniture Co., Kitchener.
J. C. Mundell & Co., Elora.
Snyder Bros. Upholstering Co., Waterloo.
Walker & Clegg, Wingham.

STOOLS

Ball Furniture Co., Hanover.
Bell Furniture Co., Southampton.
Berlin Interior Hardwood Co., Kitchener.
Canadian Office & School Furniture Co., Preston.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Chair Co., Chesley.
F. E. Coombe Furniture Co., Kincardine.
Danville Chair Co., Danville, Que.
Elmira Furniture Co., Elmira.
Elmira Interior Woodwork Co., Elmira.
Globe Furniture Co., Waterloo.
Gold Medal Furniture Mfg. Co., Toronto.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
J. C. Mundell & Co., Elora.
McGill Chair Co., Cornwall.
North American Bent Chair Co., Owen Sound.
Otterville Mfg. Co., Otterville.
Snyder Bros. Upholstering Co., Waterloo.
Stratford Chair Co., Stratford.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.

TABLES

Bell Furniture Co., Southampton.
Berlin Interior Hardwood Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Office & School Furniture Co., Preston.
Chesley Furniture Co., Chesley.
Collie-Cockerill Mfg. Co., Aurora.
Elmira Furniture Co., Elmira.
Elmira Interior Woodwork Co., Elmira.
Globe Furniture Co., Waterloo.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
G. J. Lippert Table Co., Kitchener.
J. C. Mundell & Co., Elora.



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A. Malcolm Furniture Co., Kincardine.
Meaford Mfg. Co., Meaford.
National Table Co., Owen Sound.
Preston Furniture Co., Preston.
Peppler Bros., Hanover.
Strathroy Furniture Co., Strathroy.
Stratford Desk Co., Stratford.
John B. Snider, Waterloo.
Stratford Desks, Ltd., Stratford.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Snyder Bros. Upholstering Co., Waterloo.
Windsor Furniture Co., Windsor, N.S.

TYPEWRITER DESKS

Baird Bros., Plattsville.
Berlin Interior Hardwood Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Office & School Furniture Co., Preston.
Collie-Cockerill Mfg. Co., Aurora.
Dominion Furniture Mfg. Co., St. Therese, Que.
Elmira Interior Woodwork Co., Elmira.
Globe-Wernicke Co., Stratford.
Knechtel Furniture Co., Hanover.
A. Malcolm Furniture Co., Kincardine.
Preston Furniture Co., Preston.
John B. Snider, Waterloo.
Stratford Desks, Ltd., Stratford.

WARDROBES

Canada Furniture Manufacturers, Ltd., Woodstock.
Collie-Cockerill Mfg. Co., Aurora.
Canada Office & School Furniture Co., Preston.
Knechtel Furniture Co., Hanover.
Meaford Mfg. Co., Meaford.
Preston Furniture Co., Preston.
Peppler Bros., Hanover.
Stratford Desks, Ltd., Stratford.

WASTE BASKETS

See Novelties.
Canada Furniture Manufacturers, Ltd., Woodstock.
Elmira Interior Woodwork Co., Elmira.
Globe-Wernicke Co., Stratford.
Imperial Rattan Co., Stratford.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Malcolm & Souter Furniture Co., Hamilton.
J. C. Mundell & Co., Elora.
Preston Furniture Co., Preston.

Church and School Furniture

ASSEMBLY, HALL AND THEATRE

Berlin Interior Hardwood Co., Kitchener.
Berlin Office and Fixture Co., Kitchener.
Canadian Office & School Furniture Co., Preston.
Canadian Steel Specialty Company, Grimsby.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Chair Co., Chesley.
Danville Chair & Specialty Co., Danville, Que.
Dominion Chair Co., Bass River, N.S.
Fraserville Chair Co., Fraserville.
Globe Furniture Co., Waterloo.
Ideal Bedding Co., Toronto.
North American Bent Chair Co., Owen Sound.
J. Oliver & Sons, Ottawa.
Owen Sound Chair Co., Owen Sound.
Otterville Mfg. Co., Otterville.
Royal Chair Co., Quebec.
Stratford Mfg. Co., Stratford.
Stanfold Chair Mfg. Co., Stanfold.
James Smart Mfg. Co., Brockville.
Fred Thompson, Southampton.
Valley City Seating Co., Dundas.

BLACKBOARDS

Globe Furniture Co., Waterloo.

CHURCH, SCHOOL AND LODGE

Berlin Interior Hardwood Co., Kitchener.
Berlin Office & Fixture Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Office & School Furniture Co., Preston.
Canadian Steel Specialty Company, Grimsby.
Globe Furniture Co., Waterloo.
J. C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
National Table Co., Owen Sound.
J. Oliver & Sons, Ottawa.
James Smart Mfg. Co., Brockville.
John B. Snider, Waterloo.
Stratford Mfg. Co., Stratford.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Valley City Seating Co., Dundas.
W. F. Vilas, Cowansville, Que.
Watson, Ltd., Bradford.
Westport School Furniture Co., Westport.
Walker & Clegg, Wingham.

LODGE SETTEES, PEDESTALS, ALTARS, ETC.

Berlin Office & Fixture Co., Kitchener.
Canadian Office & School Furniture Co., Preston.
Canada Furniture Manufacturers, Ltd., Woodstock.
McGill Chair Co., Cornwall.
Walker & Clegg, Wingham.

PRAYER DESKS

D. H. Langlois & Co., St. John's, Que.

Upholstered Furniture

CHESTERFIELDS

J. P. Albrough & Co., Ingersoll.
Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
De Luxe Upholstering Co., Kitchener.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Geo. H. Hachborn & Co., Kitchener.
Imperial Furniture Co., Toronto.
Imperial Rattan Co., Stratford.
Jeffries Furniture Co., Welland.
H. Krug Furniture Co., Kitchener.
Snyder Bros. Upholstering Co., Waterloo.
Walker & Clegg, Wingham.

COUCHES

J. P. Albrough & Co., Ingersoll.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
Dominion Furniture Mfg. Co., St. Therese, Que.
Dymond-Colonial Co.'s, Strathroy.
Ellis Furniture Co., Ingersoll.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Geo. Hachborn & Co., Kitchener.
D. Hibner Furniture Co., Kitchener.
Imperial Furniture Co., Toronto.
Imperial Rattan Co., Stratford.
Ideal Bedding Co., Toronto.
Jeffries Furniture Co., Welland.
Kindel Bed Co., Toronto.
Kilgour & Bros., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
Walter Meads Upholstering Co., Hanover.
Montreal Upholstering Co., Montreal.
Morlock Bros., Hanover.
John C. Mundell & Co., Elora.
Ontario Spring Bed & Mattress Co., London.
Owen Daveno Bed Co., Hespeler.
Schierholtz Furniture Co., New Hamburg.
Snyder Bros. Upholstering Co., Waterloo.
Standard Upholstering Co., Toronto.
Steel Furnishing Co., New Glasgow, N.S.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.

COUCH FRAMES

Canada Furniture Manufacturers, Ltd., Woodstock.
Ellis Furniture Co., Ingersoll.
Elmira Interior Woodwork Co., Elmira.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Knechtel Furniture Co., Hanover.
James Steele & Co., Guelph.

DAVENPORTS

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
Dymond-Colonial Co.'s, Strathroy.
Elmira Furniture Co., Elmira.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Geo. H. Hachborn & Co., Kitchener.
Ideal Bedding Co., Toronto.
Jeffries Furniture Co., Welland.
Kilgour Davenport Co., Toronto.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
Montreal Upholstering Co., Montreal.
J. C. Mundell & Co., Elora.
Owen Daveno Bed Co., Hespeler.
Schierholtz Furniture Co., New Hamburg.
Snyder Bros. Upholstering Co., Waterloo.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.

DAVENPORT BEDS

(See also Iron and Brass Beds).
Canada Furniture Manufacturers, Ltd., Woodstock.
Dymond-Colonial Co.'s, Strathroy.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Geo. H. Hachborn & Co., Kitchener.
Ideal Bedding Co., Toronto.
Imperial Rattan Co., Stratford.

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Montreal Upholstering Co., Montreal.
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Progress Spring Bed Mfg. Co., Montreal.
Quality Furniture Makers, Welland.
Owen Daveno Bed Co., Hespeler.
Schierholtz Furniture Co., New Hamburg.
Snyder Bros. Upholstering Co., Waterloo.
Stratford Davenport Bed Co., Stratford.
Waterloo Furniture Co., Waterloo.
Walker & Clegg, Wingham.

DAVENPORT FRAMES

Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
Elmira Interior Woodwork Co., Elmira.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
J. C. Mundell & Co., Elora.
Snyder Bros. Upholstering Co., Waterloo.
Walker & Clegg, Wingham.

DEN CHAIRS

J. P. Albrough & Co., Ingersoll.
Baetz Bros. & Co., Kitchener.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
Ellis Furniture Co., Ingersoll.
Elmira Furniture Co., Elmira.
Farquharson-Gifford Co., Stratford.
Gendron Mfg. Co., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
G. H. Hachborn & Co., Kitchener.
Jeffries Furniture Co., Welland.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
A. Malcolm Furniture Co., Kincardine.
Walter Meads Upholstering Co., Hanover.
McGill Chair Co., Cornwall.
Meaford Mfg. Co., Meaford.
Montreal Upholstering Co., Montreal.
Morlock Bros., Hanover.
J. C. Mundell & Co., Elora.
North American Furniture Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
Owen Daveno Bed Co., Hespeler.
Quality Furniture Makers, Welland.
Charles Rogers & Sons Co., Toronto.
Snyder Bros. Upholstering Co., Waterloo.
Standard Upholstering Co., Toronto.
Stratford Chair Co., Stratford.
Strathroy Furniture Co., Strathroy.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

DIVANS

Canada Furniture Manufacturers, Ltd., Woodstock.
Dymond-Colonial Co.'s, Strathroy.
Ellis Furniture Co., Ingersoll.
Gold Medal Furniture Mfg. Co., Toronto.
Ideal Bedding Co., Toronto.
Kindel Bed Co., Toronto.
Lippert Furniture Co., Kitchener.
Montreal Upholstering Co., Montreal.
Owen Daveno Bed Co., Hespeler.
Snyder Bros. Upholstering Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Co., Kitchener.

DIVANETTES

Canada Furniture Manufacturers, Ltd., Woodstock.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Geo. H. Hachborn & Co., Kitchener.
Kindel Bed Co., Toronto.
Lippert Furniture Co., Kitchener.
Montreal Upholstering Co., Montreal.
J. C. Mundell & Co., Elora.
Owen Daveno Bed Co., Hespeler.
Snyder Bros. Upholstering Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

LIVING ROOM CHAIRS AND ROCKERS

Imperial Rattan Co., Stratford.

LIVING ROOM FURNITURE AND SUITES

J. P. Albrough & Co., Ingersoll.
Bell Furniture Co., Southampton.
Baetz Bros. & Co., Kitchener.
Classic Furniture Co., Stratford.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
Dymond-Colonial Co.'s, Strathroy.
Ellis Furniture Co., Ingersoll.
Elmira Furniture Co., Elmira.
Farquharson-Gifford Co., Stratford.
Gendron Mfg. Co., Toronto.
Gold Medal Furniture Co., Toronto.
G. H. Hachborn & Co., Kitchener.
Imperial Rattan Co., Stratford.
Imperial Furniture Co., Toronto.
Jeffries Furniture Co., Welland.
Knechtel Furniture Co., Hanover.
Lippert Furniture Co., Kitchener.
A. Malcolm Furniture Co., Kincardine.
Morlock Bros., Hanover.
John C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
Owen Sound Chair Co., Owen Sound.
Standard Upholstering Co., Toronto.
Schierholtz Furniture Co., New Hamburg.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg.. Co. Kitchener.

LOUNGES

J. P. Albrough & Co., Ingersoll.
Canada Furniture Manufacturers, Ltd., Woodstock.
Ellis Furniture Co., Ingersoll.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Geo. H. Hachborn & Co., Kitchener.
Kilgour & Bro., Beauharnois, Que.
Montreal Upholstering Co., Montreal.
Knechtel Furniture Co., Hanover.
J. C. Mundell & Co., Elora.
Owen Daveno Bed Co., Hespeler.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Snyder Bros. Upholstering Co., Waterloo.

MORRIS CHAIRS

See Library and Den Furniture.

PARLOR FRAMES

Baetz Bros. & Co., Kitchener.
Berlin Specialty Furniture Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Dymond-Colonial Co.'s, Strathroy.
Ellis Furniture Co., Ingersoll.
Elmira Furniture Co., Elmira.
Elmira Interior Woodwork Co., Elmira.
Elora Furniture Co., Elora.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
Lippert Furniture Co., Kitchener.
Snyder Bros. Upholstering Co., Waterloo.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

PARLOR, RECEPTION AND DRAWING ROOM CHAIRS AND ROCKERS.

J. P. Albrough & Co., Ingersoll.
Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
F. E. Coombe Furniture Co., Kincardine.
Dominion Furniture Mfg. Co., St. Therese, Que.
Danville Chair & Specialty Co., Danville, Que.
Dymond-Colonial Co.'s, Strathroy.
Ellis Furniture Co., Ingersoll.
Elmira Furniture Co., Elmira.
Farquharson-Gifford Co., Stratford.
Fraserville Chair Co., Riviere du Loup, Quebec.
Gendron Mfg. Co., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
G. H. Hachborn & Co., Kitchener.
D. Hibner Furniture Co., Kitchener.
Imperial Furniture Co., Toronto.
Imperial Rattan Co., Stratford.
Jeffries Furniture Co., Welland.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
Lippert Furniture Co., Kitchener.
The Malcolm Co., Vancouver, B.C.
Montreal Upholstering Co., Montreal.
Morlock Bros., Hanover.
John C. Mundell & Co., Elora.
McGill Chair Co., Cornwall.
Snyder Bros. Upholstering Co., Waterloo.
Schierholtz Furniture Co., New Hamburg.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Ffg. Co., Kitchener.

PARLOR SUITES

J. P. Albrough & Co., Ingersoll.
Baetz Bros. & Co., Kitchener.
F. Bibby & Co., Dundas.
Canada Furniture Manufacturers, Ltd., Woodstock.
Dymond-Colonial Co.'s, Strathroy.
Danville Chair & Specialty Co., Danville, Que.
Ellis Furniture Co., Ingersoll.
Elmira Furniture Co., Elmira.



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Owen Sound Ontario

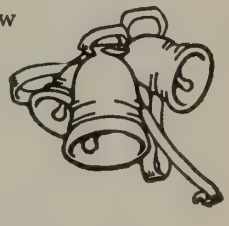
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Ring In the New



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D. Hibner Furniture Co., Kitchener.
Jeffries Furniture Co., Welland.
Kilgour & Bro., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
McGill Chair Co., Cornwall.
Walter Meads Upholstering Co., Hanover.
Morlock Bros., Hanover.
J. C. Mundell & Co., Elora.
Schierholtz Furniture Co., New Hamburg.
Snyder Bros. Upholstering Co., Waterloo.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Woeller, Bolduc & Co., Waterloo.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

RECLINING CHAIRS

Lippert Furniture Co., Kitchener.

Reed and Rattan Furniture

LIVING ROOM SUITES — CHAIRS, ROCKERS, SETTEES, COUCHES, FOOTSTOOLS, TABLES, DESKS, BOOK STANDS, FLOWER STANDS, TEA TABLES, TEA TRAYS, WORK BASKETS, CURATES, WASTE BASKETS, CRADLES

F. Bibby & Co., Dundas.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
Gendron Mfg. Co., Toronto.
Giddings, Ltd., Granby, Que.
G. R. Gregg & Co., Toronto.
Imperial Rattan Co., Stratford.
W. B. Jennings Co., St. Thomas.
Kilgour Bros., Beauharnois, Que.
Malcolm Co., Limited, Vancouver.
J. E. Smith & Co., Windsor, N.S.

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Brantford Willow Works, Brantford.
Eglinton Willow Works, Toronto.
W. B. Jennings, St. Thomas.

Novelties and Sundry Lines

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F. E. Coombe Furniture Co., Kincardine.
Elmira Interior Woodwork Co., Elmira.
Grant-Salisbury Mfg. Co., Hamilton.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Geo. McLagan Furniture Co., Stratford.
John C. Mundell & Co., Elora.
National Table Co., Owen Sound.
Snyder Bros. Upholstering Co., Waterloo.
Strathroy Furniture Co., Strathroy.
Toronto Furniture Co., Toronto.

ASBESTOS TABLE COVERS

Canadian H. W. Johns-Manville Co., Toronto.
Canada Furniture Manufacturers, Ltd., Woodstock.

BABY CARRIAGES, GO-CARTS AND SULKIES

Canada Furniture Manufacturers, Ltd., Woodstock.
Gendron Mfg. Co., Toronto.
Giddings & Co., Granby, Que.
J. W. Kilgour & Bro., Beauharnois, Que.
Sidway Mercantile Co., Goderich.
J. E. Smith & Co., Windsor, N.S.

BABY GATES

Rock Island Mfg. Co., Rock Island, Que.

BENT WOOD FURNITURE

Canada Furniture Manufacturers, Ltd., Woodstock.
John C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.

BREAKFAST TABLES

H. Krug Furniture Co., Kitchener.

BI-TABLES (Combination table and desk)

Canada Furniture Manufacturers, Ltd., Woodstock.

BUNGALOW CHAIRS AND SUITES

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Elmira Furniture Co., Elmira.
J. C. Mundell & Co., Elora.
McGill Chair Co., Cornwall.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.

CAMP FURNITURE

Ideal Bedding Co., Toronto.
Otterville Mfg. Co., Otterville.
Southampton Seating Co., Southampton.
Stratford Mfg. Co., Stratford.

CANDLESTICKS

H. Krug Furniture Co., Kitchener.

CARPETS AND RUGS

Brinton Carpet Co., Peterboro.
Canadian Carpet Co., Milton.
Canadian Carpet & Comforter Mfg. Co., Toronto.
Cobourg Carpet and Matting Co., Cobourg.
Dominion Axminster Co., Toronto.
Guelph Carpet Mills Co., Toronto.
Perth Carpet Co., Perth.
Toronto Carpet Mfg. Co., Toronto.
Thomas Bros., Toronto.

CEDAR BOXES

Keenan Bros., Owen Sound.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
Port Dover Planing Mills, Port Dover, Ont.
D. L. Shafer & Co., St. Thomas.
Tickell, Sons & Co., Belleville.

CHAIRS AND ROCKERS

J. P. Albrough & Co., Ingersoll.
Baetz Bros. & Co., Kitchener.
Ball Furniture Co., Hanover.
Bell Furniture Co., Southampton.
F. Bibby & Co., Dundas.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Chair Co., Chesley.
F. E. Coombe. Furn. Co., Kincardine.
Danville Chair & Specialty Co., Danville, Que.
Durham Furniture Co., Durham.
Dymond-Colonial Co.'s, Strathroy.
Ellis Furniture Co., Ingersoll.
Elmira Furniture Co., Elmira.
Fraserville Chair Co., Riviere du Loup, Quebec.
C. P. Gilinas & Frere, Three Rivers, Que.
Gold Medal Furniture Mfg. Co., Toronto.
G. H. Hachborn & Co., Kitchener.
D. Hibner Furniture Co., Kitchener.
Hespeler Furniture Co., Hespeler.
Imperial Rattan Co., Stratford.
Imperial Furniture Co., Toronto.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
A. Malcolm Furniture Co., Kincardine.
Morlock Bros., Hanover.
McGill Chair Co., Cornwall.
J. C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
Neustadt Mfg. Co., Neustadt.
Owen Sound Chair Co., Owen Sound.
Preston Chair Co., Preston.
Quality Furniture Makers, Welland.
Roxton Mill & Chair Co., Waterloo. Que.
Charles Rogers & Sons Co., Toronto.
Schierholtz Furniture Co., New Hamburg.
Snyder Bros. Upholstering Co., Waterloo.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
Stratford Chair Co., Stratford.
George Valliere, Quebec, Que.
Victoriaville Chair Co., Victoriaville, Que.
Walker & Clegg, Wingham.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Co., Kitchener.

CHAIRS—Children's

Ball Furniture Co., Hanover.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Chair Co., Chesley.
Danville Chair Specialty Co., Danville, Que.
Durham Furniture Co., Durham.
Fraserville Chair Co., Riviere du Loup, Quebec.
C. P. Gilinas & Frere, Three Rivers, Quebec.
Gendron Mfg. Co., Toronto.
Imperial Rattan Co., Stratford.
Knechtel Furniture Co., Hanover.
McGill Chair Co., Cornwall.
Neustadt Mfg. Co., Neustadt.
North American Bent Chair Co., Owen Sound.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
Stratford Chair Co., Stratford.

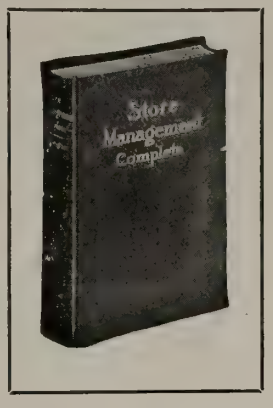
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Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Chair Co., Chesley.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
McGill Chair Co., Cornwall.
North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
Roxton Mill & Chair Co., Waterloo, Que.
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"Retail Advertising Complete" covers with a comprehensive grasp such subjects as newspaper advertising, how to get up the ads., many representative samples being presented. A chapter is given to window advertising, and the subject of novelties is thoroughly discussed; that important part of advertising which is done inside the store is in no manner overlooked, while equal attention is given to outside advertising, such as bill posting and other means of reaching outlying districts; advertising direct by mail and mail order opportunities and advantages are gone into carefully; special sales as business getters, and some features that make them successful, are presented in a convincing manner. In short, this book is the common sense psychology of advertising.

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Store Management

In "Store Management Complete," which is well illustrated, the author gives a clear and concise picture of the kind of man, physically and mentally, that the successful merchant should be; the writer's experience has taught him that one kind of personality is most desirable, and he tells you about this. In a chapter on "Where to Start" the advantages of various locations are discussed; how to make the most of a poor one, and the desirable side of the street. "Store Arrangement" dips to the bottom in such subjects as making entrance easy, best arrangement of windows; how to plan the lighting, heat, and ventilation; utilizing waste space, and systems of storing extra stock.

An interesting chapter on "Clerk Management" brings out the advantage of knowing people and how to handle them. The other chapters deal with the buying end; the store policy; leaks; the store's neighbors; working hours; expenses; the credit business; what to sell; premium giving. The man and the business; their relation and success; that's the book.

252 Pages, 5 x 7 inches, Cloth
Price $1.00 Delivered

Both Volumes $1.90 Postpaid

The Commercial Press, Limited

Publishers of

Canadian Hardware Journal
The Retail Grocer and Provisioner
Canadian Furniture World and The Undertaker
Retail Druggist of Canada

32 Colborne Street
Toronto, Canada

Publishers of

The Canadian Manufacturer
The Canadian Builder and Carpenter
The Canadian Clay-Worker
The Electrical Dealer and Contractor
Motoring

CLOCK CASES
Jacques Furniture Co., Kitchener.
Berlin Office & Fixture Co., Kitchener.
Elmira Interior Woodwork Co., Elmira.

COMMODE CHAIRS (for adults and children)
Knechtel Furniture Co., Hanover.

CROKINOLE BOARDS
Canadian Buffalo Sled Co., Preston.

CUSHIONS AND FORMS (Plain and Fancy).
Canadian Feather & Mattress Co., Toronto.
Canada Furniture Manufacturers, Ltd., Woodstock.
Elmira Furniture Co., Elmira.
Ideal Bedding Co., Toronto.
J. C. Mundell & Co., Elora.
Toronto Feather & Down Co., Toronto.
Whitworth & Restall, Toronto.

DESK TRAYS
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Office & School Furniture Co., Preston.
Collie-Cockerill Mfg. Co., Aurora.
Elmira Interior Woodwork Co., Elmira.
Globe-Wernicke Co., Stratford.

DOLLS' BEDS
Ideal Bedding Co., Toronto.

DRAPERIES AND UPHOLSTERY GOODS
Daly & Morin, Montreal, Que.
Dominion Hammock Mfg. Co., Dunnville.

DRAPERY HARDWARE
Daly & Morin, Montreal.

FALL LEAF TABLES
Knechtel Furniture Co., Hanover.

FERN STANDS
H. Krug Furniture Co., Kitchener.

FLOWER STANDS
Canada Furniture Manufacturers, Ltd., Woodstock.

FOLDING TABLES
(See also Card and Den Tables).
Hourd & Co., London.
National Table Co., Owen Sound.
Otterville Mfg. Co., Otterville.
Stratford Mfg. Co., Stratford.

FOOTSTOOLS
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
Dymond-Colonial Co.'s, Strathroy.
Elmira Furniture Co., Elmira.
Gold Medal Furniture Mfg. Co., Toronto.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
J. C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
Otterville Mfg. Co., Otterville.
Schierholtz Furniture Co., New Hamburg.
Snyder Bros. Upholstering Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.

FURNITURE POLISH
Clements Mfg. Co., Toronto.
Domestic Specialty Co., Hamilton.
Ronuk, Ltd., Toronto.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Wunder Furniture Mfg. Co., Kitchener.

GO-CARTS AND CHILDREN'S SULKIES
Canada Furniture Manufacturers, Ltd., Woodstock.
Gendron Mfg. Co., Toronto.
W. B. Jennings Co., St. Thomas.
Sidway Mercantile Co., Goderich.

HOTEL AND RESTAURANT TABLES
Canadian Steel Specialty Company, Grimsby.
Knechtel Furniture Co., Hanover.
Lucknow Table Co., Lucknow.

ICE CREAM TABLES AND CHAIRS
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Steel Specialty Company, Grimsby.
Chesley Furniture Co., Chesley.
Elmira Furniture Co., Elmira.
Knechtel Furniture Co., Hanover.
J. & J. Kohn, Toronto (W. Craig).
Lyons & Marks, Toronto.
Meaford Mfg. Co., Meaford.
National Table Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
J. Oliver & Sons, Ottawa.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.

INVALID CHAIRS
Canada Furniture Manufacturers, Ltd., Woodstock.
Gendron Mfg. Co., Toronto.
Gendron Wheel Co., Toledo, Ohio.
Otterville Mfg. Co., Otterville.
Victoriaville Chair Mfg. Co., Victoriaville, Que.

INVALID TABLES
Maple Leaf Bedding Co., Galt.
National Table Co., Owen Sound.
Otterville Mfg. Co., Otterville.
J. Watson Mfg. Co., Ayr.

INVALID TRAYS
Canada Furniture Manufacturers, Ltd., Woodstock.
Malcolm & Souter Furniture Co., Hamilton.
Otterville Mfg. Co., Otterville.
Jno. Watson Mfg. Co., Ayr.

JARDINIERE STANDS
Beach Furniture Co., Cornwall.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Furniture Co., Chesley.
Classic Furniture Co., Stratford.
Dominion Furniture Mfg. Co., St. Therese, Que.
Dymond-Colonial Co.'s, Strathroy.
Elmira Furniture Co., Elmira.
Elora Furniture Co., Elora.
Freyne & Co., Iroquois.
Gendron Mfg. Co., Toronto.
H. E. Furniture Co., Milverton.
Knechtel Furniture Co., Hanover.
G. J. Lippert Table Co., Kitchener.
Andrew Malcolm Furniture Co., Kincardine.
Markdale Furniture Co., Markdale.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
J. Oliver & Sons, Ottawa.
Peppler Bros., Hanover.
Snyder Bros. Upholstering Co., Waterloo.
Strathroy Furniture Co., Strathroy.
Windsor Furniture Co., Windsor, N.S.
Woeller Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

KINDERGARTEN SETS
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
Chesley Chair Co., Chesley.
Danville Chair & Specialty Co., Danville, Que.
Durham Furniture Co., Durham.
Gendron Mfg. Co., Toronto.
National Table Co., Owen Sound.
J. Oliver & Sons, Ottawa,
Roxton Mill & Chair Co., Waterloo, Quebec.

LADIES' DESKS
Baird Bros., Plattsville.
Beach Furniture Co., Cornwall.
Bell Furniture Co., Southampton.
Jacques Furniture Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Classic Furniture Co., Stratford.
Crown Furniture Co., Preston.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
H. Krug Furniture Co., Kitchener.
A. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Markdale Furniture Co., Markdale.
Geo. McLagan Mfg. Co., Stratford.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
Strathroy Furniture Co., Strathroy.
Windsor Furniture Co., Windsor, N.S.

LAMPS (Reed and willow)
Imperial Rattan Co., Stratford.

LAMPS, Portables and Chandeliers
Gendron Mfg. Co., Toronto.
Hespeler Furniture Co., Hespeler.
Imperial Rattan Co., Stratford.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.

MANTELS—Wood, Tile, Electric
Elmira Interior Woodwork Co., Elmira.

MIRRORS
Canada Furniture Manufacturers, Ltd., Woodstock.
G. L. Irish & Co., Toronto.
Matthews Bros., Toronto.
Phillips Mfg. Co., Toronto.

MOPS (Polish and dry)
Clements Mfg. Co., Toronto.

MOULDINGS & PICTURE FRAMES
G. L. Irish, Toronto.
S. Knechtel Wood Turning Co., Southampton.
Matthews Bros., Toronto.
Phillips Mfg. Co., Toronto.
Reliance Moulding Co., Kingston.

NOVELTY CURTAINS
Daly & Morin, Montreal.

ORIENTAL MATS AND RUGS
Malcolm Co., Limited, Vancouver.

PATRIOTIC CHAIRS
Canada Furniture Manufacturers, Ltd., Woodstock.

PICTURES & FRAMING SUPPLIES
G. L. Irish & Co., Toronto.
Matthews Bros., Toronto.
Phillips Mfg. Co., Toronto.

PIANO LAMPS (Reed and willow)
Imperial Rattan Co., Stratford.

PILLOW SHAM HOLDERS
Tarbox Bros., Toronto.

SANITARY COUCHES
Kindel Bed Co., Stratford.

SCREENS
Otterville Mfg. Co., Otterville.

SEWING TABLES
Canada Furniture Manufacturers, Ltd., Woodstock.
Classic Furniture Co., Stratford.
H. Krug Furniture Co., Kitchener.
J. C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
National Table Co., Owen Sound.
Stratford Mfg. Co., Stratford.

SHIRT WAIST BOXES
Imperial Rattan Co., Stratford.
D. L. Shafer & Co., St. Thomas.

SILVER CHESTS
Brantford Piano Case Co., Brantford.

SLIP-ON CHAIR COVERS
Canada Furniture Manufacturers, Ltd., Woodstock.

SMOKING CABINETS
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furn. Co., Kincardine.
Dymond-Colonial Co.'s, Strathroy.
J. Kreiner & Co., Kitchener.
H. Krug Furniture Co., Kitchener.
A. Malcolm Furniture Co., Kincardine.
Geo. McLagan Furniture Co., Ltd., Stratford.
Meaford Mfg. Co., Meaford.
John C. Mundell & Co., Elora.
North American Furniture Co., Owen Sound.

STATUARY
G. L. Irish & Co., Toronto (all kinds).
Lippert Furniture Co., Kitchener. (Wood).

TABLES—DAVENPORT END
H. Krug Furniture Co., Kitchener.

TALKING MACHINES
Columbia Graphophone Co., Toronto.
I. Montagnes & Co., Toronto.
Pathe Freres Phonograph Co., Toronto.
Pollock Mfg. Co. Ltd., Kitchener.

TABOURETTES
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Furniture Co., Chesley.
Dymond-Colonial Co.'s, Strathroy.
Elmira Furniture Co,. Elmira.
Elora Furniture Co., Elora.
Knechtel Furniture Co., Hanover.
G. J. Lippert Table Co., Kitchener.
Lippert Furniture Co., Kitchener.
Andrew Malcolm Furniture Co., Kincardine.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
North American Furniture Co., Owen Sound.
Peppler Bros., Hanover.
Strathroy Furniture Co., Strathroy.
Woeller Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

TAPESTRY CURTAINS
Dominion Hammock Mfg. Co., Dunnville.

TEA STANDS
Canada Furniture Manufacturers, Ltd., Woodstock.

TEA TRAYS
See also Reed and Rattan Furniture.
Canada Furniture Manufacturers, Ltd., Woodstock.
Jacques Furniture Co., Kitchener.
Malcolm & Souter Furniture Co., Hamilton.
Toronto Furniture Co., Toronto.

TEA TABLES
(See Card and Den Tables).
Canada Furniture Manufacturers, Ltd., Woodstock.
Classic Furniture Co., Stratford.
Gendron Mfg. Co., Toronto.
Malcolm & Souter Furniture Co., Hamilton.
G. McLagan Furniture Co., Stratford.
National Table Co., Owen Sound.
Phillips Mfg. Co., Toronto.
Charles Rogers & Sons Co., Toronto.
Woeller, Bolduc & Co., Waterloo.

TEA WAGONS
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.

TELEPHONE CABINETS
Berlin Interior Hardwood Co., Kitchener.
Collie-Cockerill Mfg. Co., Aurora.
Canadian Office & School Furniture Co., Preston.

TELEPHONE STANDS
Canada Furniture Manufacturers, Ltd., Woodstock.
Collie-Cockerill Mfg. Co., Aurora.
Classic Furniture Co., Stratford.
F. E. Coombe Furniture Co., Kincardine.
Dymond-Colonial Co.'s, Strathroy.
Elmira Furniture Co., Elmira.
D. Hibner Furniture Co., Kitchener.
A. Malcolm Furniture Co., Kincardine.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.

TEA COSIES
Toronto Feather & Down Co., Toronto.

TRAYS
Canada Furniture Manufacturers, Ltd., Woodstock.
Matthews Bros., Toronto.

TOYS
Victoriaville Toy Co., Victoriaville, Que.

TOY SETS
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
Chesley Furniture Co., Chesley.
Gendron Mfg. Co., Toronto.
Kilgour & Bro., Beauharnois, Que.
J. Oliver & Sons, Ottawa.
Victoriaville Furniture Co., Victoriaville, Que.

UMBRELLA STANDS
Canada Furniture Manufacturers, Ltd., Woodstock.

VACUUM SWEEPERS & CLEANERS
J. H. Connor & Sons, Ottawa.
Clements Mfg. Co., Toronto.
Onward Mfg. Co., Kitchener.

WAGONS AND SLEDS (Children's)
Canadian Buffalo Sled Co., Preston.
Canada Furniture Manufacturers, Ltd., Woodstock.
Gendron Mfg. Co., Toronto.

WASTE PAPER BASKETS
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Office & School Furn. Co., Preston.
Dymond-Colonial Co.'s, Strathroy.
Elmira Interior Woodwork Co., Elmira.
Gendron Mfg. Co., Toronto.
Globe-Wernicke Co., Stratford.
Imperial Rattan Co., Stratford.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Malcolm & Souter Furniture Co.,
J. C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
Snyder Bros. Upholstering Co., Waterloo.

WINDOW SHADES
Daly & Morin, Montreal.
Geo. H. Hees, Son & Co., Toronto.
Paquet & Godbout, St. Hyacinthe, Que.
Stewart Hartshone Co., Toronto.

WORK BASKETS
Canada Furniture Manufacturers, Ltd., Woodstock.

Factory Supplies

ALUMINUM CAULS
British Aluminum Co., Toronto.

ART WOOD STAINS
Adams & Elting Co., Chicago.
Marietta Paint & Color Co., Marietta, Ohio.

BED FASTENERS
Jas. Smart Mfg. Co., Brockville.

BRASS TRIMMINGS
Hahn Brass Co., New Hamburg.
Stratford Brass Co., Stratford.

CASTERS
John Duer & Sons, Baltimore, Md.
Foster Merriman Co., Meriden, Conn.
James Smart Mfg. Co., Brockville.
Universal Caster & Foundry Co., New York.
Jno. Watson Mfg. Co., Ayr.

HOUSE FURNISHING FABRICS
Gold Medal Furniture Mfg. Co., Toronto.
Richard Haworth Co., Limited, Manchester, Eng.
Stonards, Ltd., Paternoster Bldgs., London, E.C., England.
Thomas Brothers. Toronto.

CLAMPS
Batavia Clamp Co., Batavia, N.Y.
James Smart Mfg. Co., Brockville.

CURLED HAIR
Delaney & Pettit, Toronto.
Griffin Curled Hair Co., Toronto.

DOWELS AND DOWEL PINS
S. Knechtel Wood-turning Co., Southampton.

DRY KILNS
Grand Rapids Dry Kiln Co., Grand Rapids, Mich.
Morton Dry Kiln Co., Chicago.

FURNITURE HARDWARE
Hahn Brass Co., New Hamburg.
National Hardware Co., Orillia.
James Smart Mfg. Co., Brockville.
Stratford Brass Co., Stratford.

FURNITURE SHOES
Onward Mfg. Co., Kitchener.
Stratford Brass Co., Stratford.

GLASS AND MIRRORS
Berlin Plate Glass & Mirror Co., Kitchener.
Consolidated Plate Glass Co., Toronto.
Excelsior Plate Glass Co., Toronto.
Hobbs Mfg. Co., London.
Matthews Bros., Toronto.
Phillips Mfg. Co., Toronto.
Toronto Plate Glass Co., Toronto.

HAIR SUBSTITUTES
F. W. & S. Mason, St. Andrews, N.B.

FURNITURE CARVINGS
J. Walter & Sons, Kitchener.

DRAW KNOBS
J. Walter & Sons, Kitchener.

GLUE
Berlin Glue Co., Kitchener.
Canada Glue Co., Brantford.
Delaney & Pettit, Toronto.
Perkins Glue Co., Hamilton.
Snap Co., Montreal.

GLUE JOINTING MACHINES
Canadian Linderman Co., Woodstock.

KITCHEN CABINET ACCESSORIES
American Can Co., Hamilton.
American Nikeloid Co., Peru, Ind.
Northern Aluminum Co., Toronto.
Sheet Metal Products Co., Toronto.
E. T. Wright Co., Hamilton.

LADDERS
Stratford Mfg. Co., Stratford.

LEATHER and LEATHER SUBSTITUTES.
British Leather Cloth Mfg. Co., Manchester, Eng.
Du Pont Fabrikoid Co., Toronto.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Lackawanna Leather Co., Hacketts-town, N.J.
Marlatt & Armstrong, Oakville.
Peerless Leather Co., Kitchener.
"Rexine" Toronto.
Textileather Co., New York, N.Y.

MIRRORS AND GLASS
Berlin Plate Glass Co., Kitchener.
Consolidated Plate Glass Co., Toronto.
Excelsior Plate Glass Co., Toronto.
Hobbs Mfg. Co., London.

OFFICE STOOL SCREWS
Jas. Smart Mfg. Co.. Brockville.

PAINT MILLS
Jas Smart Mfg. Co., Brockville.

PLATING
P. L. Robertson Mfg. Co., Milton.

PLATE GLASS FOR DESK, TABLE, DRESSER, SIDEBOARD TOPS
Consolidated Plate Glass Co., Toronto.

REVOLVING AND TILTING CHAIR FIXTURES
Jas. Smart Mfg. Co., Brockville.

RIVETS (Iron, Copper, Brass, Aluminum) AND SCREWS (Wood)
P. L. Robertson Mfg. Co., Milton.

SCHOOL DESK CASTINGS
Jas. Smart Mfg. Co., Brockville.

SANDPAPER
Delaney & Pettit, Toronto.

SPRINGS
Colleran Spring Bed Co., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
Ideal Bedding Co., Toronto.
National Spring Co., Windsor.
Parkhill Mfg. Co., Ltd., Montreal,
James Steele & Co., Guelph.
James Smart Mfg. Co., Brockville.
Winnipeg, Vancouver.
Waterloo Spring Co., Waterloo.

TABLE SLIDES
National Table Co., Owen Sound.
B. Walter & Co., Wabash, Ind.

TRUCKS
James Smart Mfg. Co., Brockville.
J. Watson Mfg. Co., Ayr.

UPHOLSTERERS' SUPPLIES
Gold Medal Furniture Mfg. Co., Toronto.
G. H. Hees & Son, Toronto.
Snyder Bros. Upholstering Co., Waterloo.
Thomas Brothers, Toronto.

UPHOLSTERERS' SPRINGS
National Spring & Wire Co., Windsor.
Jas. Steele & Co., Guelph.
Waterloo Spring Co., Waterloo.

VARNISHES
Adams & Elting, Chicago.
Ault & Wiborg, Toronto.
Dougall Varnish Co., Montreal.
Glidden Varnish Co., Toronto.
Imperial Varnish & Color Co., Toronto.
International Varnish Co., Toronto.
R. C. Jamieson & Co., Montreal.
Scarfe & Co., Brantford.
Sherwin-Williams Co., Montreal.
Standard Paint & Varnish Co., Windsor.

VENEERS
Adams & Raymond Veneer Co., Indianapolis, Ind.

VENEERED PANELS
Hay & Co., Woodstock.

VENEER PRESSES
Wm. R. Perrin, Toronto.

VENEERS, PANELS AND LUMBER
Des Arc Veneer & Lumber Co., Des Arc, Arkansas.
Grand Rapids Veneer Works, Grand Rapids, Mich.
Henry S. Holden, Grand Rapids, Mich.
Geo. W. Hartzell, Piqua, Ohio.
Indiana Veneer & Lumber Co., Indianapolis, Ind.
J. J. Nartzik, Chicago, Ill.
Underwood Veneer Co., Wausau, Wis.
Wisconsin Timber & Land Co., Matoon, Wis.

WASHERS
P. L. Robertson Mfg. Co., Milton.
James Smart Mfg. Co., Brockville.

WIRE NAILS
P. L. Robertson Mfg. Co., Milton.

WIRE (Bright or annealed)
P. L. Robertson Mfg. Co., Milton.

WOODWORKING MACHINERY
Berlin Machine Works. Hamilton.
Canadian Linderman Co., Woodstock.
Preston Woodworking Machinery Co., Preston.

WOOD DRAWER KNOBS
S. Knechtel Woodturning Co., Southampton.

WOODWORKERS' VISES
Jas. Smart Mfg. Co., Brockville.

Store Equipment

BANK, OFFICE & STORE FITTINGS
Berlin Interior Hardwood Co., Kitchener.
Berlin Office & Fixture Co., Kitchener.
Cameron & Campbell, Toronto.
Canadian Office & School Furniture Co., Preston.
Collie-Cockerill Mfg. Co., Aurora.
Dominion Office & Store Fitting Co., London.
Walker Bin & Store Fixture Co., Kitchener.

CARPET AND RUG RACKS
Steel Furnishing Co., New Glasgow, N.S.

COUNTER STOOLS
Canada Furniture Manufacturers. Ltd., Woodstock.
North American Bent Chair Co., Owen Sound.
Otterville Mfg. Co., Otterville.
James Smart Mfg. Co., Brockville.

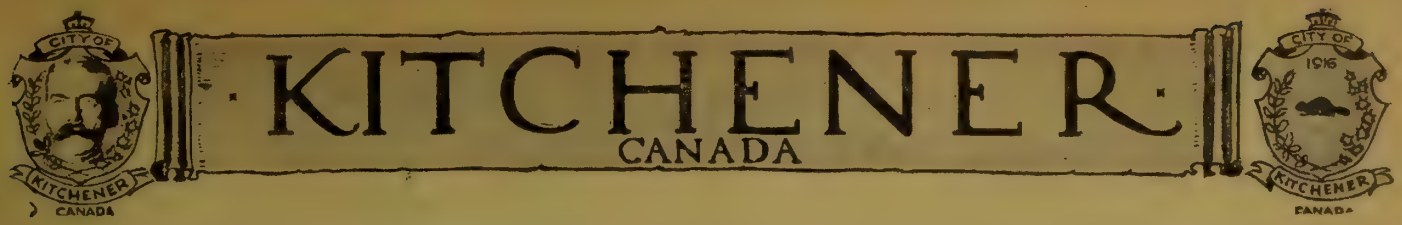
RUG DISPLAY RACKS
John H. Best, Galva, Ill.
Steel Furnishing Co., New Glasgow,

SHOW CASES & SILENT SALESMEN
Berlin Interior Hardwood Co., Kitchener.
Canadian Office & School Furniture Co., Preston.
Kent-McClain Co., Ltd., Toronto.
Knechtel Furniture Co., Hanover.
Newbigging Cabinet Co., Hamilton.
Walker Bin & Store Fixture Co., Kitchener.

STORE FRONTS
Kawneer Mfg. Co., Guelph.

TABLE DISPLAY RACK
Strathroy Furniture Co., Strathroy.

LABELS For Furniture Manufactur's
In any size, Shape or Number of Colours, Gummed, die cut.
CLOTH TAGS. CLOTH LABELS—ALL KINDS
Proofs or Sketches furnished FREE and no obligation to order.
LEVY & CO
LITHOGRAPHERS, PRINTERS, EMBOSSERS
OFFICE: 33 CHURCH ST. WORKS: 64 COLBORNE ST.
ESTABLISHED TORONTO OVER 18 YEARS



FURNITURE EXHIBITION

The Exhibition will be held from

JANUARY 10th to JANUARY 24th

Exhibits will be displayed in the Auditorium, Queen Street and in the Factory Showrooms

Consult this directory of leading exhibitors and announcements on pages following

Berlin Office & Fixture Co.

Bedroom Furniture in walnut, mahogany, quartered and plain oak. Library and Den Tables in quartered and plain oak.

Berlin Table Mfg. Co., Ltd., The

Diningroom Suites and Extension Tables.

Hackborn & Co., Geo. H.

Couches, Parlor Suites, Livingroom Chairs, Divanettes and Davenport Beds.

Lloyd Manufacturing Co.

Go-Carts, Baby Carriages, Sulkies, Doll Carriages, Fire Screens.

Pollock Manufacturing Co., The

Phonola Talking Machines and Odeon Double Disc Records.

Lloyd's Princess

Fit for the Child
of a King

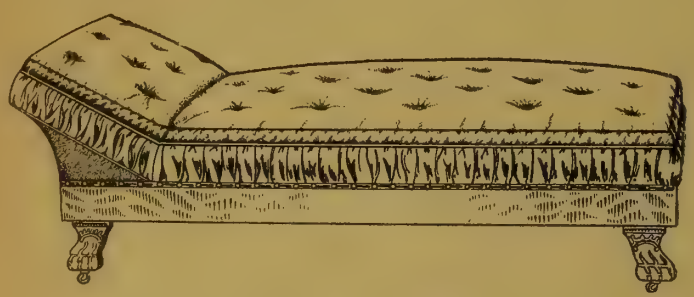


Style Makers

WILL EXHIBIT AT
KITCHENER
JANUARY 10 - 24



View it with the eye of the passer-by



See our display in the Auditorium during Kitchener Exhibition

January 10th to 20th, 1917

Size up our lines from the outside—from the viewpoint of the person who buys for the pleasure of using it. Then you will see the wisdom of placing our line of

COUCHES
PARLOR SUITES
LIVING ROOM CHAIRS
DIVANETTES
AND
DAVENPORT BEDS

They produce profits because they please people

GEORGE H. HACKBORN & COMPANY

Kitchener Ontario



No. 315

Bedroom Furniture

We have enlarged our plant and now offer to the trade a complete line of Bedroom Furniture in Walnut, Mahogany, Quartered and Plain Oak. You will find our lines and prices satisfactory.

See our display in the Auditorium on Queen St during Kitchener Exhibition, Jan. 10 to 20

New Library Tables

We offer a complete line of Library Tables and Den Tables in quartered and plain oak. Furniture dealers visiting Kitchener during the Exhibition will upon getting particulars to be convinced that it is a profitable line handle.

The goods are right, the prices are right
Ask for full particulars



No. 308

BERLIN OFFICE & FIXTURE COMPANY - KITCHENER - ONTARIO



See our new line of
Full Dining Room Suites
in oak and walnut

they will interest you

On exhibition at the Auditorium
Kitchener, Ont.

THE BERLIN TABLE MFG. COMPANY, LIMITED
KITCHENER, ONTARIO



PHONOLA
"PRINCESS"
$135. Oak and Mahogany.



PHONOLA
"DUKE"
$90. Golden, Mission, Fumed Oak.

Yes—It's a Great Story the Stock Sheet Tell

And there is real business satisfaction in knowing that for every **Phonola** the stock sheets show as sold, there are two or three or more enquiries for the same machine.

Phonola goodwill is our most valuable asset, and we carefully preserve its integrity. We consider it a matter of vital importance that the performance of every **Phonola you** sell should enhance **your** reputation and ours as well.

The **Phonola** incorporates the most popular designed cabinets, what has proved to be the best in motors, tone-arms, sound boxes and the other parts. The **Phonola** will please your fussiest customer.

Odeon Double Disc Records, 10-inch, 11-inch, 12-inch, 90c. to $3.00. No needle scratch. In Odeon Records you get the finest talent in the world at lower prices than anywhere else —Emmy Destinn, Leo Slezak, Carlo Albani, Frieda Hempel, H. M. Grenadier Guards Band, Paris Grand Symphony Orchestra, and others. Odeon popular records furnish a variety of music to suit all manner of tastes.

Write for our list of Odeon Records.

Furniture Dealers visiting Kitchener Exhibition should see our display in the Auditorium and link up with this line. It will bring you highest class trade.

The Pollock Manufacturing Co., Limited

Kitchener, - Canada

Canadian FURNITURE WORLD AND THE UNDERTAKER

D. O. McKINNON
GENERAL MANAGER

JAMES O'HAGAN
W. L. EDMONDS
EDITORS

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Business-Winning Methods for Furniture Dealers

Slates for special articles—Catering to men—Waste in furniture stores—Winning trade by the telephone.

AN Ontario dealer has two small slates that he hangs on either side of the entrance to his store on which he lists special articles he desires to call attention to. People notice them and many have got in the habit of watching for the messages on them. It is not uncommon to have a customer come in and ask for "Some of those ——, mentioned on the slate."

WHAT MEN CUSTOMERS WANT

The average man doesn't expect any special favors when he goes into a store to buy goods. He neither wants patronizing condescension nor excessive politeness. The thing he wants is common sense talk and straightforward statement. He will buy the most goods where those things are accorded and he learns to depend upon the statements of the people who wait upon him. He wants to be treated on the square, and is always on the lookout for people whom he can trust. Then, too, a man wants quick service, and he'll go where he can obtain it.

WASTE IN FURNITURE STORE

Slow-moving stock is a serious waste, and every precaution should be taken to keep all items moving. It becomes a question of good salesmanship and not strictly one of efficiency. Items in light demand if kept in obscure places will very likely remain in the store until they have become obsolete or have passed into disuse. No item, however scant the demand, should be allowed to eat up its own profit in the store. The subject of turnover is not a question of the merchandise—it is entirely a question of merchandising—your method of merchandising. One must get into the habit of thinking ahead of the wastes.

DEBT PAYING DAY

A little Western town recently slipped into prominence overnight because of the success which attended its first "debt paying day." The town has set aside one day in each year on which all debts are liquidated, or at least satisfactorily adjusted. All borrowed articles are returned and every citizen is expected to start in next morning with a clean sheet and a mental vow to stop borrowing, except in case of emergency.

This is a good plan. It might well be extended. There is no reason why a small community alone should profit from such an annual observance. It is just as adaptable to big business, as to small town neighbors.

WINNING TRADE BY PHONE

Indifferent telephone service can drive away as much trade as a poor delivery system. But, properly operated, it may well develop into one of the most potent agencies for finding new customers and holding old friends.

The argument that encouraging patrons to telephone orders is bad policy because it prevents their coming into the store and falling under the spell of displays of goods which may lead to chance purchases, has no real bearing on the case. Even if this objection were well taken, the department store man could not use it long.

NOVEL SALE STUNT

"Buy a dish pan for ten cents and get a picture of yourself and the dish pan." This was the unique invitation that brought a big crowd to an American store. The day of the opening sale a group photo was taken, and copies of this were given to customers buying the pans. Other goods, of course, were also sold.

THE HOME-PATRON'S CREED

I BUY at home because my interests are here:
Because, the community which is good enough for me to live in is good enough for me to buy in;
Because, I believe in transacting business with my friends;
Because, I want to see the goods;
Because, I want to get what I buy when I pay for it;
Because, my home dealer "carries" me when I run short;
Because, every dollar I spend at home stays at home and works for the community in which I live;
Because, the man I buy from stands back of his goods;
Because, I sell what I produce, here at home, and here I buy;
Because, the men I buy from pays his part of the town, and county tax:
Because, the man I buy from helps support my schools, my church, my lodge, my home;
Because, when ill luck, misfortune or breavement comes the man I buy from is here with his kindly greeting, his words of cheer and his pocketbook, if need be;
Because, every dollar I spend at home gives me another chance at that dollar.
Here I live, and here I buy.
I Buy at Home.

Ideas and Methods for Pre- and After-Inventory Sales

After the holidays or at beginning of year good time to take stock—Getting rid of slow sellers.

Before you have well recovered from the Christmas rush, inventory time will be upon you. Most merchants take stock either in January or February. Then is revealed the weakness and strength of the store, for the final figures, if properly prepared and thoroughly analyzed, should tell a complete story of the year's operations.

As early as possible after the Christmas holidays should be devoted to getting the goods so well arranged that inventory can be taken with the least possible work and trouble. This arranging will bring out some items of merchandise that you know at once are slow sellers.

"Slow Sellers"

These should all be set on one side to form the basis of a pre-inventory sale. In preparing the advertising for this sale, it is well to be frank with your customers. If you have been absolutely truthful in your advertising; if you have not exaggerated; if you have not run cut price sales in and out of season, an announcement from you that in order to start the new year without any odds and ends and with only the most up-to-the-minute goods, will bring the people flocking to your store.

In the editorial at the head of the advertisement, state plainly that in preparing for the annual inventory you have come across a number of odds and ends; tell the people that there are certain lines that have not proven very good sellers in the past; inform your readers that, in order to "clean house" effectively and in the shortest possible time, you have cut prices to the bone.

Let them know that it is not a question of profits, but that you will be satisfied with less than cost in many cases, so that you can make room for the new merchandise that will soon arrive.

Simple Language Best

Word your talk in simple language. Give it that ring that can come only from speaking the exact truth. Then go after the prices with a vengeance. Put such figures on the old, shop worn, out-of-date goods, that they will simply have to move.

In a case of this kind half measures are no good. If a merchant has to take a loss, the sooner it is done the better. If he carries out-of-date merchandise on his shelves at its full value, he is simply fooling himself. So put a price on the goods that will have the desired effect.

Of course your stock of goods is all priced in plain figures. So get a bunch of red or blue tags, good big ones, and mark on them the sale price of the goods. This is an old scheme, but is effective just the same, for it enables the people to see just exactly how big the reductions are.

Now my idea of this pre-inventory sale is that it should be made up of real odds and ends. In other words do not place on sale at this time anything that is a part of a regular line in good repute.

Have Special Section

No attempt should be made to display the goods with the care that is taken in showing up a new line. They should be placed in one corner of store, so that people may have a chance to look them over and handle them.

So the whole stock can be gone over and the inevitable "trash" that, in spite of all care, will accumulate, even in the best conducted stores, made to furnish the basis for a rousing sale.

Now in addition to goods of this latter class will be found many items that cannot be called "trash," or really "stale," but still is not strictly up-to-the-minute. It would be folly to cut the price as deeply as on the other goods, but some inducement should be made so as to move it as soon as possible.

The After-Inventory Sale

Here is where the after-inventory sale comes in. The editorial in this case can be something along this line: "We have just completed taking stock of the goods in our store. We find that we have more —— and —— and— than we thought possible.

"Now this is all dependable merchandise. In fact it has not been in the store very long, but there are a bunch of bills that we want to take the discount on, so as to bring down our cost. In order to do this we must have some ready money.

"You can help us in this, and at the same time make a substantial saving for yourself by taking advantage of the real bargains in fresh dependable furniture, a few of which are mentioned below."

Here again price reductions that are worth while should be made and, as in the pre-inventory sale, distinctive tags should be attached to the goods, showing what the reduced price is.

These inventory sales should be so planned that they take place in the first three weeks of January if that is at all possible.

Starting the Year Well

In this way the year can be made to start out with a good showing instead of with small business, as is too often the case. There is no reason in the world why January should be slack and should not be made to show a reasonable profit. The latter not as big as other months owing to the fact that a good deal of the business will naturally be of the small or no profit order. But the people drawn into the store by the bargains on the left-over goods should purchase a fair share of merchandise that bears a good margin.

This article has been mostly devoted to the newspaper advertising and merchandise features of the sales. Those retailers who have mailing lists, and every furniture man should have one, can make good use of them in sending out in advance of each sale a good letter telling in a general way of the good things in store for those who will take advantage of them.

The teacher was waiting for some one in the class to give her a sentence containing the word "disarrange."

Finally Tony whose father sells bananas put up his hand.

"My fadder maka de fire in the morning. He geta mad. He say, Dama disa range!"

Why Furniture Exhibitions are Valuable to the Retail Dealer

By WILLIAM LEWIS EDMONDS.

HE is a wise furniture man who grasps every opportunity for increasing his business knowledge, widening his experience and broadening his outlook. There are many ways in which he can do these things. In his trade journal he will find a perpetual source of information. From the travelers he periodically meets and from his fellow business men with whom he occasionally gets into conversation he can gather a great many helpful ideas. But it is at a furniture exhibition that his great opportunity is to be found for increasing his knowledge, widening his experience and broadening his outlook. For there the theoretical and the practical are rolled into one, as it were.

Main Object of Exhibitions

The furniture exhibition has in the main one object, and that is to provide the ways and means whereby the retail furniture man sees for himself the very latest ideas in furniture. And not merely to see them as individual pieces, but in groups; and to examine and inspect them to his heart's content. In a catalogue he may gather a great deal of information in regard to this and that piece or suite. But as it is the picture, and not the thing itself, which he sees, it naturally follows that to get anything like an accurate conception in this way is impossible. He can only obtain this by seeing and handling the real thing.

It is significant that the dealers who are the most regular in their attendance at furniture exhibitions are the most enthusiastic in regard to them. It is because they have learned from experience their value.

Naturally manufacturers desire to make sales while the exhibition is on. But this is no longer the paramount object they have in view. What they most desire is that the retail trade shall see the goods they have on sale in order that they may be equipped with information which they in turn can pass on to their customers when they are looking for the latest ideas.

How Dealers Have Benefited

There are very few retailers indeed whose business is so extensive that they can afford to carry in stock anything like a representative line of the latest creations in furniture. But after having carefully inspected what is to be seen at an up-to-date furniture exhibition, there are few retailers who cannot carry away with them such a recollection of what they have seen that when it comes to handling a customer who wants something different from that which they have in stock they are frequently able, especially when they have the catalogue or an advertisement in a trade paper to assist them, to make a sale. The writer knows of instances where this has been done. As a matter of fact sales have been effected of much higher grades of furniture than it was thought possible for them to sell. But having seen the line when at an exhibition they knew where to get it when, rather to their surprise, they had a customer who wanted it and nothing else. Had they not seen it the chances are they would not have been able to effect the particular sale. But having seen it they were in a position to grasp just what it was the customer wanted.

But the information the dealer picks up regarding styles and descriptions of furniture on the market is not the only benefit which accrues from a visit to furniture exhibitions. To one who goes about with his mind at attention, there are opportunities without number for the securing of information and the gathering of ideas regarding ways and means of doing business.

WHY IT PAYS.

It pays the furniture retailer to visit furniture exhibitions because:—

1. *He obtains first-hand knowledge regarding the latest ideas in furniture.*
2. *He comes into contact with manufacturers and travellers from whom he can obtain much valuable information.*
3. *He meets his fellow retailers from all parts of the country, with whom he can exchange ideas and discuss mutual problems.*
4. *It will increase his knowledge and his efficiency.*
5. *He cannot afford to stay away.*

Manufacturers as Sources of Information

The manufacturers and their travelers are always desirous of meeting men in the retail trade and discussing with them matters appertaining to the general welfare of the furniture business. Many a good idea of mutual benefit has been developed by the meeting of men engaged in the two branches of the furniture trade, because each has a view point that is new to the other and an experience that the other has not had. Consequently when they get together and begin to exchange ideas and relate experiences, benefit is as certain to accrue to the retailer as to the manufacturer. In casual talks with manufacturers and travelers many is the helpful suggestion retailers have received regarding buying and selling methods.

Ideas from Fellow Retailers

Still another reason why it pays the retailer to visit the furniture exhibition is to be found in the fact that he is there able to meet his fellow retailers from all parts of the country. That is obviously a great privilege and one that cannot be found in any other way. Retailers cannot meet in this way without exchanging, before they part, ideas which are mutually beneficial regarding the buying and selling of furniture. Like pieces of steel and a magnet, retailers naturally get close together when they come within the vicinity of each other.

Exhibitions at Three Centres

Retailers in Canada will next month have an excellent opportunity of participating in the benefits that accrue from visiting furniture exhibitions, the manufacturers in the important centres of Stratford, Kitchener, and Waterloo, having decided to arrange for exhibits in

(Continued on page 56)

Hints for Putting Pull Into Your Advertisements

Advertising should be used not only for general publicity but also for the purpose of selling goods directly.

By MARCO MORROW

YOU occasionally find a furniture dealer who thinks and says that he "does not have to advertise." "Why," he will tell you, "everybody in town knows me and my place of business. Half the people in town pass my store every day. It would be a waste of money and effort for me to use newspaper space." The trouble with such a business man is that he has never been shown the fundamental idea of advertising. He doesn't understand the chief functions of advertising. No one has pointed out to him that advertising is salesmanship and that its function is much wider and much more far-reaching than merely "letting people know where he is."

The Simplest Function of Advertising

There are three things which advertising must do for you:

First, it must let the people know who you are, where you are, and what you are. This is its simplest function. The sign over your door, your store front, the display in your window—these help perform this necessary function; the little standing cards which retailers sometimes run in their local papers, and indeed a greater part of the retail advertising in the newspapers, perform no higher function than that. They simply let the people know who you are, where you are, and what you are.

Pull People to Your Store

But your advertising must do more than that. It must not only let the people know that you are a purveyor of good goods, but it must also give the buying public some reason for coming to you for what they want instead of going to your competitor in business. I do not mean that your advertisements should "knock" a competitor. A "knocking" ad. is seldom, if ever, judicious. But, if there is any reason why people should trade with you, your advertisement ought in some way to suggest that reason, even if it doesn't give the reason in so many words. It ought to make the women who read it think, "I'll go there next time; I'll try that shop." In other words, it must attract trade to you, not simply let the people come to you if they want to come, but pull them toward you. This is the second function of advertising.

Advertisement Should Act as Salesman

But there is another duty which your advertising must perform if it is to be a successful salesman for you. And this third duty is the highest and most important function of your advertising. It is the function which you and your clerks perform every day if you are good salesmen, in calling attention to something special, something extra, something which the customer might not buy unless you suggested it to her. Mrs. Jones, who is a good spender, comes into your shop, and you immediately think, "Now, what can I sell Mrs. Jones to-day?" If she gives you a chance, you say to her: "Mrs. Jones, I have an extra fine candy here which I would like you to try," or "Here is a nice line of stationery." You keep suggesting to your customers purchases which they otherwise would not make.

Power of Suggestion

I know a store which has brought this kind of salesmanship to such a state of perfection that I know women who are afraid to go into it; they say they prefer to order by telephone, because if they go into that store they are sure to buy something which they do not need, and which, maybe, they can't afford. Now, the real purpose of your advertising in your local newspaper should be to put salesmanship of that kind before every possible customer in your community. It isn't enough for the people simply to know where your place of business is. It isn't enough for the people simply to know what you sell. It isn't enough for the people to know that you have the best shop in town—although these things are of the highest importance—but your advertisement must make them buy.

Companies With a Monopoly Advertise

If you pick up a metropolitan newspaper, you will see that public utility companies—electric light companies, street car companies—companies which have a monopoly in their territory, are advertising; electric light companies advertising new uses of electricity; street car companies advertising special trips. They frequently run an advertisement that is strictly informative and educational in its purpose, telling women how to get on and off street cars or telling the general public how to avoid accidents. The idea is to improve the service. You must keep in mind a like purpose in your advertising. One of the big features of your advertising should be to improve your service. Your advertising must help you give the public a better service, a quicker service, and so be profitable to both you and your customers.

Go About Advertising Systematically

I appreciate the fact that not every man can write that sort of advertising day after day, and week after week, even if he has the time for it. Make up your mind to-day to set aside a certain, definite percentage of your cash receipts for advertising. Talk to your friend, the newspaperman, about it, and immediately start a systematic campaign of advertising that will not only bring more people to your store but, what is of greater importance, will increase the individual sales, keep your stock better balanced, enable you to give better service at a lower cost, and insure you a profit every day in the year.

MAKING USE OF ADVERTISING MATTER

Many dealers do not make the use that they should of advertising matter supplied by manufacturers. A Saskatoon dealer believes that it can be made extremely beneficial in promoting sales. He stamps his name on all such matter, and few parcels leave his store without some advertising of this kind. He also encloses advertising in all letters going out to customers, and personally selects this so as to enclose that which is most likely to appeal to each customer.

Window's Purpose is to Sell Goods

Simple and tasty window display of enamel furniture suitable for early January showing.



THINK of your window always as being a salesman—not as a medium for drawing a crowd. Direct sales will not always follow this or that display, but a continued showing of well-dressed windows will definitely increase your trade.

How long you should keep a display in your store window depends somewhat on the kind of exhibit you are making and the season. If your store is located in a small town, it is poor policy to keep a display in for any lengthy period; the same persons see it continually, and soon grow tired of it. Generally speaking, the best plan is to make a new display every week.

Have seasonable exhibits—for spring, summer, autumn, winter—for all the seasonal activities on your local calendar, and for the holidays: Hallowe'en, Thanksgiving Day, Christmas, etc. Always make your display far enough ahead for the occasion featured.

Two Classes of Displays

Window displays can be grouped roughly into two classes: First, those which create interest and curiosity, but which give the spectator little knowledge about the articles shown; so that he comes into the store undecided about buying, and ignorant of the prices, etc. Secondly, those of direct sales appeal; featuring a certain definite article or articles and giving the spectator virtually a complete knowledge by means of demonstration, "talk cards," price cards, etc.

A direct sales appeal display depends for its effectiveness upon attractiveness, convincing argument, drawing power of human interest. Attractiveness here means the ability to catch the eye of the passerby and give a pleasant impression. Strong effects are needed to hold the attention. These are provided by size, bright, vivid colors, novelty of arrangement. A size attractor is exemplified by the huge cardboard models of articles, which some manufacturers furnish dealers. Where articles are not of themselves large enough to give this impression of bigness, size can be suggested by quantity. Mirrors placed in the window also give, by their reflections, the effect of size. Window trims, draperies, and so on, are utilized for lively color effects.

"Convincing argument" and "drawing power of human interest" are furthered by such devices as practical demonstrations—either by live or dummy figures or large cardboard demonstration cut-outs. The demonstration shows the article's advantages of construction, points of superiority, advantage in use, etc. Work can also be shown in process of construction; such as a window scene showing the corner of a workshop. Or, by way of contrast, presenting an old, battered piece of furniture and exhibiting beside it a handsome new piece with a "talk card," urging the spectator's purchase.

Another, more detailed, classification of display can be made as follows: 1, straight sample display; 2, display designs; 3, advertising helps; 4, feature window; 5, novelty window.

For a straight sample display dress your window neatly with samples taken from your general stock. Such an exhibit is not very inspiring.

In a display design exhibit arrange goods in geometrical, decorative fashion. Such windows are dignified and always win a certain attention.

The advertising help display is based on the elements of the dealer's advertising. Window cards of various kinds are a necessary auxiliary. They bear short sentences referring to the quality, prices and uses of the goods; with suggestions as to the desirability of purchasing the articles at this season of the year, or noting the fact that inside the store is a complete line of the articles displayed in the window. Cards also refer to the business policy of the firm. This type of window appeals strongly to the observer. It tells him things—live trade news to his interest. It is usually a good, quick, sales stimulator.

The feature window display is one in which one article or line of articles is featured. For instance, a culinary window showing a model kitchen complete with household articles; or a window featuring one kind of furniture. "Talk cards" are always useful in such a window.

SEND US A PHOTO OF YOUR HOLIDAY WINDOW

While the trimmer begins to feature Christmas goods in the window a full month before the occasion arrives, there is always an "extra special" display put in a week or so before Xmas Day. This is the grand climax to the Christmas window campaign and is generally designated as "the" Christmas window. It is the trimmer's masterpiece of the season, as it were, and is generally worthy of preservation by means of a photograph. It is certainly nice as well as helpful to be able to look back and see your masterpieces of previous years.

The Canadian Furniture World would be pleased to receive copies of photographs of Christmas windows for reproduction in our columns. We will appreciate them and so will your brother dealers and clerks all over Canada. This is one way in which you can help your trade journal and the trade to which you belong, so when you have "the" Christmas window in shape, photograph and send it along to us with a short description and the name of the firm and trimmer. Address photographs to The Editor, The Canadian Furniture World, 32 Colborne St., Toronto.



Splendid window display of complete stove line and accessories.

The Importance of Good Stove Window Displays

If properly made should be profitable—Value of window space—Displays that pull—Fall decorations and home-made backgrounds.

MORE and more emphasis is being laid on the importance of the realistic element in window displays, whatever the subject of the displays may be. A spacious window containing a cold, inanimate array of goods is considered inferior in drawing power to the small window with a limited number of items but placed in an active, suggestive setting.

In other words, the display must be so characterized as to express the particular function of the goods shown. This delicate element, which may be called environment or atmosphere, is the thing that counts. Without it the goods are as completely shorn of their attributes as a bird with clipped wings or a fish out of water.

The accompanying picture of a store window display is a good example of trimming for this season of the year. It has double value in that it couples up with the stove display a number of utensils used on the stove in cooking and a variety of general kitchen goods. Often the selling of a stove means the sale of some household goods also, and the sale of kitchenware often leads up to stove sales, at least the ambitious dealer has thereby a name to add to his stove prospects, and the proper handling of these prospects very often induces sales.

HOME-MADE BACKGROUNDS

Wall board makes acceptable and attractive backgrounds for merchandise displays. It costs comparatively little, is easily fitted, and lends itself to a variety of treatments. It may be used either plain or with stenciled designs. It may be painted from time to time, thus giving the effect of a new setting for the display. A dealer in a small town hit upon a plan for making such a background. To the uprights above the back edge of the window bed on either side he attached two pieces of steel, in the shape of a capital "E" with the central dash lacking. Into these four grooves or holders fitted a light wooden frame measuring about thirty-six inches in width. This frame work was covered with white oilcloth. It was a simple matter to remove or replace this background, an upward lift of about four inches being sufficient to let it swing free, when it is easily taken out.

When a dark back is desired, cloth of the desired shade is quickly placed over the oilcloth covering of the frame work, and so on with other colors. The advantage of a background is thus at a small cost obtained.

STOVE DISPLAYS PROFITABLE

An attractive background adds as much charm to a display of stoves as it does to the finest hardware display. Too many dealers take the opposite view, and think it a waste of money to arrange an attractive stove display. A great many have already discontinued the stove business and many others are seriously considering doing so, giving as a reason that the business is unprofitable. Whenever you find a dealer in this frame of mind, a little investigation will, almost without exception, disclose the fact that this branch of the business has been given scant attention, so far as arrangement and display is concerned, and that the dealer lacks the nerve to get a price. Properly handled there is no branch of the hardware business more profitable than stoves.

GETTING A LINE ON THE WINDOW

An interesting way to get a line on or test your window is to go outside and test the exact number of people who pass your store on the sidewalk in a certain time, say ten minutes in the busiest time of a busy day.

Note the number that go by.

Note the number that only glance at your window.

Note the number that hesitate in front of your window.

Note the number that actually stop and are sufficiently interested to look in.

Note the number that actually go into your store after looking into the window.

What signifies wishing and hoping for better times? We may make these times better, if we bestir ourselves.—Benjamin Franklin.

As Viewed *from the* Business Office

THERE is as much reason for a retail dealer to study cost accounting, credits, insurance, etc., as for the large manufacturer.

SOME LITTLE BUSINESS HELPS

By D. O. M.

Check Your Cash on Hand

When was your cash on hand checked last? At what intervals is such a checking made?

It is an easy matter to neglect a simple thing of this kind, yet how often is it neglected or done in a haphazard manner!

Why not get down to sound business principles and see to it that this work is attended to regularly.

Allowances to Customers

Most retailers make certain allowances to certain customers. If you do this, do you keep a record of such allowances? Such a record does two things: it serves to guide you and your clerks in future relations with these customers and it provides a statement of how much has to be allowed from the difference between your cost price and expenses on the one hand and the selling price on the other. You may be surprised what these allowances come to in a year.

Keep Correspondence Files Correctly

Can you easily locate a letter written to you by a firm you buy from or from a customer say six months ago? If you can, you will save many an hour in the course of a year that the average retailer wastes. You should be able to locate in a few minutes any letter received this year and that has been worth keeping. If your system is not what it should be, correct it. The proper kind of files are cheap and the work of filing can be easily learned.

How About Insurance?

There should be a law to compel every merchant to carry ample fire insurance to cover the normal merchandise in his store, his furniture and his fixtures.

It is not your own lookout, unless you are in position to liquidate within thirty days all your liabilities in case of loss not covered by insurance.

One satisfactory sign of recent years is that merchants are paying more attention to this matter than they ever did before.

STOCKTAKING SUGGESTIONS

Stocktaking is primarily an inventory of goods unsold at the end of a financial year made with a view of determining the profit or loss for that year. Secondarily it is, as it were, a spring cleaning. These two main facts are never lost sight of in hardware establishments. It is needless to say that the stock should be catalogued with the greatest possible accuracy, or that no dirty corners should be left untouched. The purpose of this article is rather to point out a few contingent facts and suggest uses to which stocktaking is not generally put.

The writer is of the opinion that stocktaking should be not annual, but bi-annual. It is not enough for the hardware man to know exactly how he stands once a year; an accurate knowledge of his position every six months would be of great advantage not only in checking leakages but in computing for insurance. And furthermore an inventory taken every six months can be made use of for keeping stock by a method that will be shown below.

The drygoods man makes a practice of having a stocktaking sale—an example which furniture dealers might well follow. But the different conditions prevailing in the two trades make some alterations advisable. The drygoods dealer keeps a full stock of winter goods right to the end of the winter, and trusts to his sale to clear them out. He requires to close his season's business by getting rid of as much of his season's stock as he can, and with that end in view cannot but put stocktaking at the end of either summer or winter. With him there are no articles which he has to keep to supply a very limited demand; his stock at any point of time is either summer or winter stock—either fashionable or bad.

The furniture dealer on the other hand has different conditions to face. He has to keep a few lines in stock for which there is but small demand, and between these lines and bad stock there is sometimes only a very fine line. Although there are seasonable goods in a furniture store yet these are proportionately few, and the bulk of his stock is saleable all through the year. And he follows quite another procedure in reducing stock. For the few weeks prior to stocktaking he lets his stock go down as low as he possibly can without becoming right out of anything. Consequently, just when stocktaking commences, his stock is as low as he can reasonably bring it, and his justification for a stocktaking sale is not the same as the drygoods dealer's. His idea is simply and solely to get rid of bad stock, and he has to overhaul his store before knowing what has become bad stock since the previous stocktaking overhaul. Hence in a furniture store the sale should follow instead of precede the inventory. During stocktaking a note should be taken of all goods that are "sticking," and these should be pushed at the ensuing sale and kept in mind until next stocktaking.

HOW TO FIGURE PERCENTAGE OF PROFIT

If I should purchase a harness for $39.64 and sell it for $44.60, what is my percentage of profit and how do you figure it? wrote a general merchant to The Hardware Age. The answer given is below.

Taking the transaction stated above, the correct method of ascertaining percentage of profit is to subtract from the selling price of $44.60 the cost price, $39.64, which gives the gain in terms of dollars and cents as $4.96.

The percentage of profit is found by dividing this amount by the selling price, which gives a percentage of approximately eleven and one-eighth.

It is perfectly obvious that if this merchant's cost of doing business is the average of about 17 per cent., he would be losing a very nice amount in selling the harness at the price given.

That the selling price, rather than the cost price, should be taken as the basis of calculations is doubtless evident to all merchants, in view of the arguments pro and con which have at various times found their way into the columns of the trade press.

A Study of Methods in Stock Taking

Suggestions that should be taken into consideration by retailers when making their annual investigation as to the result of the previous year's business.

THERE never was a time in the history of business when it was not a wise thing to take stock at least once a year. But that it is more necessary to-day than it ever was, owing to the narrow margin of profit upon which business is done, is now generally recognized. Dealing with the subject a writer in the Credit Men's Journal says there are three important questions that require emphasis in retail stocktaking. The first is the method by which the merchant arrives at his net cost. The second is the importance of taking the stock quickly and at the time in the year when it is lowest, and the third is the necessity of accuracy in regard to quantities and to depreciation.

Stocktaking Methods

Dealing with these in order, there are four possible factors that enter into the net cost:

1. Most goods are sold on terms offering to the purchaser a cash discount, as, for example, 2 per cent. ten days or 30 days net.

2. Some goods are sold with a "trade discount" as well as the regular discount for cash, as, for example, terms 2 per cent. 30 days, 90 days net less 10 and 5 per cent.

3. With the exception of a few retailers in large cities, practically all merchants have to pay freight and in many instances pay cartage or keep a horse for the purpose.

4. There may be a fourth factor in the case of very large businesses where an exclusive buyer has to be paid.

In practice it is found that the cash discount referred to in paragraph 1 is counterbalanced by freight and cartage in paragraph 3. Where such counterbalance is known to be the case the cash discount should not be subtracted nor the freight added to the wholesale price to arrive at the net cost. In the case of such merchants as pay no freight, the cash discount should be deducted, whether it is taken advantage of or not.

Trade Discounts

With regard to the trade discount, this is generally given for the reason that the retail merchant who gets it buys an unusually large quantity of goods and carries them as a reserve stock. Consequently, to arrive at a fair computation of the goods value for inventory purposes, this discount should be deducted. However, it is to be remembered that when a merchant carries extra goods in this manner he requires extra warehouse room and has to pay interest on the value of the goods while they constitute part of his surplus. Thus rent and interest should be added in order to arrive at the proper price level. These various points should be regarded before the cost mark is placed on the goods and they are placed upon the shelves.

When to Take Stock

The next question with regard to stocktaking is the time when it should be taken and the celerity with which it should be concluded. As most retailers know, the time to take stock is when the stock is at the lowest point in the year. This usually takes place generally in January after the Christmas rush. When the stock is lowest it can be taken more easily than at any other time, and, in addition, of course, a merchant's affairs look the best when his stock in trade is lowest and his cash at the highest.

The requirements of some businesses may demand stocktaking more than once a year. However, once is generally enough if it is thoroughly done. Before stocktaking it is wise to run a sale for two or three weeks with a view to getting rid of out-of-season and shop-worn goods. Once the stocktaking begins it should go ahead as fast as possible, even if the staff is required to stay at night for a few days to accomplish it.

Accuracy

The third essential is accuracy. This applies to measuring, weighing and counting. This process should be done as carefully as though the goods were being prepared for a customer. As the goods are measured and entered in the stock books, allowance should be made for depreciation. Some merchants simply take their stock and allow ten per cent. on the whole for depreciation. This is not accurate enough for the ordinary business. Depreciation should be decided on in the case of each class of goods separately. Both as regards the quantities of the goods and as regards the depreciation allowance the utmost accuracy should be observed.

If I Were a Retailer

By Theo Rist

IF I were a retailer in a small town, I should aim to conduct my business along unusual lines. I should be different in as many ways as possible from my competitors or from other merchants in the locality.

In a small way, at first, to test the theory, I should carry products which are not usually found in small town stores. I should buy in small quantities until the theory were proven good or exploded, but I should test it. I should use the telephone—town and rural—to advertise my goods. I would know, of course, to whom I might expect to sell the products which might come in, and to those friends I should offer those products per telephone.

To cut it brief, I should make it a point to become noted in my community for my unusual methods of doing business and I don't know that I shouldn't call my store the Unusual Store. At least, in such terms would my patrons think of me.

And I should make it a point occasionally to visit other stores, not alone in my community, but in other communities, to see what is going on in the world and to become neighborly with my fellow-merchants. That in itself, you see, is unusual.

And this being the basis, merely, I will amend the statement at the outset by substituting for the words "Small Town," the words, "Any Town."

For such methods, I firmly believe, will win in any community.

Canadian Furniture World

TORONTO JANUARY 1917 CANADA

Plenty of Money

One month after another during the better part of a year the deposits of the Canadian people in the banks of the country have been regularly breaking records. The record made by a recent month's returns was a most striking one, the total amount on deposit in banks at home and abroad being the enormous sum of $1,372,600,000. This was an increase of $227,000,000 over the corresponding month of last year.

The amount on deposit in the chartered banks of Canada alone was $1,195,700,000, an increase of nearly $163,000,000 for the year.

The excellent showing of the bank deposits is satisfactory from a two-fold standpoint. In the first place it reflects the prosperity of the Canadian people, and in the second place it shows that the banks of the country are in an exceptionally strong position to finance the crops when they are ready for the market.

To the retailers of the country this is a by no means unimportant matter, for it naturally follows that there will be no difficulty in the farmers obtaining cash for their products. That will not only enable them to liquidate their liabilities, but to readily purchase such supplies as they may need.

The plentiful supply of funds which are in the hands of the banks will contribute much to the prosperity of the Dominion this Fall.

Business is not made by staying awake nights, but by keeping awake daytimes.

Figuring of Profits Once Again

There are still not a few dealers who go badly astray in the figuring of profits, and this is something on which no dealer can afford to make any mistakes. The other day a merchant was encountered who was selling for $3.75 an article that cost him $3. I took him to task for selling at that price, and he contended that he was making a net profit of 5 per cent. on it. Backing up his argument, he said that it cost him 20 per cent. to do business, and that he was selling at an advance of 25 per cent.

This is the old mistake of failing to distinguish between advance on selling price and advance on cost. This dealer was selling at an advance of 25 per cent.—but on cost, while he figured his cost of doing business on selling price. To figure it out, he was making 75 cents on the article, but it costs him 20 per cent to cover selling expenses, and this is always figured on the selling price, making 20 per cent. of $3.75, which is 75c., or exactly the amount of gross profit on the article. Instead of making a net profit of 5 per cent., as he thought, this dealer was really just breaking even.

This is certainly a bad mistake, which, if continued, would soon lead to failure, yet there are quite a few dealers who, like this dealer, think they are figuring profits correctly, and yet are being very badly fooled by not recognizing that percentage advance on cost and on selling price are vastly different—that 25 per cent. advance on cost is only 20 per cent. on selling price, 33 1-3 per cent. on cost is only 25 per cent. on selling price, and so on.

It behooves every dealer to stop and consider, to make absolutely certain that he is figuring his profits correctly.

The dignity of labor consists in putting "dig" into it.

Turnover Won't Work Wonders

When you protest to a good many dealers that they are selling an article at too low a figure, they generally try to come back at you with the argument that their turnover on that line is so large that they can afford to sell at a low figure. At the same time the profit on that article may be less than their cost of doing business, but they seem to think that if the goods are sold fast enough that the loss will in some magical way be turned into a profit.

Rapidity of turnover is no magic wand and if an article with the cost of doing business added costs you $1.25 and it is sold for $1.20, it simply means that the greater your turnover, the greater will be your loss.

Do not get the erroneous opinion of the old woman who sold apples but always maintained that she sold them for just what she bought them for. When asked how she made any money then she replied, "But look at the number I sell."

A little discourtesy is capable of destroying the effect that a hundred advertisements have created.

The "Get Together" Movement

The "get together" movement of manufacturers, wholesalers, credit men, retailers and consumers is gradually expanding. A couple of years ago representatives of the Canadian Manufacturers' Association journeyed to Winnipeg for the purpose of conferring with representative farmers on matters concerning the welfare of each.

Since then the Credit Men's Association has succeeded in bringing into existence a permanent committee composed of business men, bankers and farmers, whose particular duty is to consider matters of general interest, and especially to pass upon any proposed legislation that may affect either of the classes represented.

Now the Retail Merchants' Association of Canada has also embarked in the movement. At the recent meeting of the Dominion Board of that organization in Winnipeg one of the features was a "get together" meeting of retailers, credit men, wholesalers and manufacturers. We are informed that it was a huge success.

That the "get together" movement is an auspicious one there can be no doubt. Much of the friction which

has arisen in the past between the different interests was the result of misunderstandings that might have been avoided had their cause been fully understood. By these "get together" conferences these misunderstandings will naturally become a decreasing quantity.

Inspire your staff with the right spirit of service, encourage every sign of this true spirit.

"One" Method of Collecting Accounts The dealer is frequently sorely tempted to resort to high-handed methods of extracting money due him from delinquent debtors. Without placing our stamp of approval upon the scheme, we give the following plan that one man says he would adopt if he were badly troubled in this regard. He says:

"I would pick up an old sway-backed, flea-bitten sorrel horse, very lame in one front foot, the most disreputable harness that could be found, for traces and reins perhaps a ragged rope, hook him to an old spring waggon with about a 12-foot reach, a canvas top, on the order of a prairie schooner, in large letters printed on the sides, "WE COLLECT FROM SLOW PAY CUSTOMERS," hang a bunch of cowbells across the horse's wethers, secure a flock of yellow dogs, train them to follow, and hire a brawny Irishman to drive the outfit. Write the slow-pay customer asking him if he preferred to call and pay the account or have the waggon call, and send him a picture of the waggon. If I did not get the money I would have the waggon call as frequently as possible until he came across."

The way to get lower insurance rates is to have fewer fires.

Friendship in Business There is no denying that friendship plays an important part in business. The dealer himself, if he stops to fully consider the matter will have to admit that a good many of his orders are given to certain wholesale houses just because of the friendship that exists between himself and the travellers for those particular houses. Other houses may have just as good goods at similar prices, but it is the traveller with whom you are well acquainted who generally gets your business.

The same thing is true in connection with the dealings of the general public with retail merchants, only probably to a greater extent. People like to deal with a man they know and who is interested in them. It is this very thing that allows merchants in small centres to stand up so well against aggressive mail order competition.

A good many of the choice things of life go by favor. The dealer who is friendly with his customers and who does them a good turn whenever he can, creates a host of willing debtors. He will find that friendship plays quite an important part in business.

Get the confidence of the public and you will have no difficulty in getting their patronage.

Registration of Partnerships All the provinces have a law providing for the registration of all persons who enter into partnership or do business under a trade name, but the enforcement of this law is sadly neglected in practically all the provinces. The fact of the matter is that the governments have made no provisions for following up omissions to register.

Wholesalers and manufacturers are affected the most, of course, by neglect in this regard, and the Canadian Credit Men's Trust Association has considered many suggestions as to the best method of compelling registration. At the last National Council meeting of that association a resolution was submitted, which was unanimously passed, suggesting that all declarations of partnerships or trading under a trade name be filed with the provincial secretary; that all firms thus registered shall use the letters "Regd." after their name; that the Provincial Governments shall take into their hands the duty of compelling registration, and provide suitable penalties for non-observance; that in order to cover the expense of this a fee of $5.00 be charged for every registration, the amendment to the Act to apply to all existing, as well as future partnerships.

It is a matter that vitally affects retail merchants, and before proceeding to interview the various legislatures, the credit men are submitting the proposal to the retail associations. At the proposed fee, we do not see why there should be any objections to the proposal, as it is undoubtedly in the interests of all lines of trade that when persons enter into partnership and do business under a trade name that the fact be not hidden from those who should know.

So display and advertise your wares that customers will buy with understanding.

Use of Cheques As Receipts A wholesaler has drawn our attention to the fact that some retailers still persist in the old-time practice of expecting a receipt for payments made by cheque, whereas a cheque when properly endorsed, constitutes a receipt in itself.

A dealer receives a statement at the end of the month from a wholesale house for purchases made during the previous thirty days. He sends a cheque, noting on it that it covers total or partial payment for that month. At the end of the month when his bank book is balanced he gets back this paid cheque with the endorsement of the wholesale house on the back. What more is necessary as a receipt?

Retailers should rid themselves of the habit of expecting receipts when payment is made by cheque.

That business which is so "different" that it cannot be helped by advertising—usually remains about the same.

Training the Clerks Teach your clerks how to carry on their work properly. It is not only your duty to do so but you will find it profitable, for an efficient sales force will increase your volume of business and decrease your expense percentage.

How frequently it is the case that the dealer will give the new clerk a few pointers on the first morning and leave him to his own resources. Naturally he does not develop in the way he should, but it is not the clerk's fault so much as the proprietor's. No clerk can acquire a proper knowledge of a business without some instructions and suggestions. Of course, in time, he will pick up a certain knowledge of what to do and how to do it, but he will be longer than he should and his idea of the proper ways of doing things will often develop along wrong lines.

Training of your sales force is not only a duty but a profitable undertaking.

For the Boys on the Floor

A Department of Salesmanship

Pointed Hints for the Retail Salesman

*By Walter D. Moody**

THE safest and surest way for the retail salesman to advance from a lowly position to a better one is by performing his daily work in a thoroughly satisfactory manner. His present surroundings may not be congenial, but all that can be changed if he will set his mind on something better and strive hard to reach it. Wishing will not do it. He must work and be patient.

Begin by being polite and obliging to every customer that visits your counter, whether you think there is a chance for a sale or not. Make it plain that it is not only no trouble for you to show goods, but a pleasure. Make your customers feel at home with you on the instant by an immediate willingness to serve them intelligently. Create desire by making tactful, helpful suggestions.

Value of Suggestion

There is considerable difference between the salesman that attempts to force facts down the buyer's throat and the one that offers information in reasonable, smooth, and pleasing doses. Do not thrust your ideas upon your customers, but in an easy, natural, and pleasing way attract their sympathy and secure their confidence. You will then experience little trouble in making sales, even where desire is totally lacking, as indicated on the surface.

Get over the idea that where there is no desire there is no chance to make a sale, and that almost everyone entering a retail store has his mind fully made up what he intends to purchase. Nothing could be farther from the real facts. The average shopper is glad to have suggestions when he knows they are honestly and intelligently given. But the whole matter rests on confidence. You can do nothing to aid a customer in making selections until you have first secured his goodwill by that indefinable something in your manner that leads him to believe that you are to be trusted, and that you really wish to be of service to him.

Employer is Mindful of Your Presence

It is important also that you do not fool yourself into believing that your employers are unmindful of your presence in their establishment, and that whether you are serving them ill or well makes no difference, because either way it escapes their notice.

That mistaken idea is at the foundation of many a clerk's failure. Depend upon it, your weekly sales are closely scanned, and your general deportment keenly observed. That you do not receive periodical lectures from your superiors, or that you are not discharged, as you might have expected, is not good evidence that you are not being watched. On the contrary, every move you make is mentally or otherwise recorded.

If you are a half-hearted, go-as-you-please salesman, the chances are that you would have been discharged long ago, but for the fact that your employers know from experience how hard it is to get capable, trustworthy salespeople, and that the best they can hope for is a fair average.

Are You Above or Below Average?

Where are you, Mr. Salesman? Above or below the average?

It matters not so much to your employers to which class you belong, so long as the average remains good, but it is of the utmost importance to yourself. If you are below the average, the responsibility rests solely with you to get on the other side of the dead-line. That there is plenty of room goes without saying; it only remains for you to show your real worth, and the transfer will take place without your giving notice that you are ready to move up.

There are as many opportunities for advancement in the retail as in the wholesale branch of any business; but if the wholesale salesman conducted himself as thousands of retail salesmen are doing every day all over the land, he would last just about one trip, and that would end his career on the road.

*Editor's Note—This article is taken from Walter D. Moody's book, "Men Who Sell Things," a book bristling with stimulating advice to men engaged in selling goods. The writer has read the chapter on "Retail Salesmanship" a number of times, and has found it exceedingly inspiring. The portion reproduced here is worth careful perusal by every clerk.

MORE "DONT'S" FOR CLERKS

By J. A. M.

Don't say "What will you have?" or "What do you want?" to customers.

Don't say "What?" or "Eh?" to your customers Keep your ears open and catch what they say the first time. If you don't catch it say "I beg your pardon."

Don't stand talking needlessly with a customer when other customers are waiting.

Don't always talk about parties and entertainments when a girl or young fellow comes in. Try to sell them something instead.

Don't be afraid to pull down goods to show customers for fear you will have a little work putting them back.

Don't have the boss ask you to come back to work after hours if you see you should do so. Come back of your own accord and the boss will appreciate it more.

COURAGE

Courage is as essential to success in business as it is in war. Faint-hearted men never accomplish anything worth while by their own efforts, although a quasi-success is occasionally thrust upon them.

To have courage means, above all, to be able to practice self abnegation, to make real sacrifices of every kind, in behalf of the ultimate object. It means strength and daring to depart from the well-beaten path and the ability to carve a new way.

A courageous man is strengthened rather than disheartened by adversity. He smiles when fate frowns until fate finally smiles with him.

Interesting Legal Questions

BY M. L. HAYWARD, B.C.L.

AUTHORITY OF A COMMERCIAL TRAVELLER TO COLLECT ACCOUNTS

Suppose a commercial traveller takes an order from a merchant for goods, in the usual way, and (without the authority of his employer) collects the money for the goods and loses it in a poker game, which commercial travellers have been known to do. In such a case will the merchant have to pay the amount again or will the payment to the traveller relieve him?

It is a well recognized principle of the law of agency that an agent can only bind his principal when acting within the scope of his authority, and the courts have decided that "authority from a principal to an agent to do a specified act is limited to that act, and does not empower the agent to bind his principal to an act securing essentially different rights and imposing essentially different obligations."

Acting on this principle, the courts have held generally, both in England, Canada and the United States, that when a travelling salesman merely solicits orders for the goods which are not in his possession, he has no implied authority to receive payment, and that without proof of such authority payment to him does not discharge the debt.

On the other hand, however, it is well settled that if the salesman has the possession of the goods sold, that gives him implied authority to receive payment, and a payment to him is sufficient whether he hands it over to the house or not.

* * *

STOPPAGE "IN TRANSIT"

On a sale of goods the seller naturally relies on the financial responsibility of the buyer and looks to him for the price, but the seller has certain rights which he may exercise against the goods themselves under certain circumstances. For instance, as long as the seller retains possession of the goods he has under certain circumstances a lien thereon for the price, and even if the goods have been shipped to the buyer, the seller may, if the buyer becomes insolvent, exercise what is called the right of "stoppage in transit," and repossess the goods from the carrier in whose possession they are, provided, however, that the "transit" has not ended.

A New Brunswick Case

The New Brunswick case of Mollison vs. Lochart is an interesting one as showing when the "transit" is ended so as to defeat the right of the buyer to retake possession of the goods. In this case one Ferguson, of Sussex, in the County of Kings, came to St. John; purchased goods from Mollison, which were shipped to Ferguson at Sussex by the Intercolonial Railway; the goods reached Sussex on the 12th day of June, and were put in the freight shed by the employees. On the same day Ferguson, who was still in St. John, showed the invoice of these goods to Lochart, and agreed to ship the goods from Sussex to St. John to one Howe, who was given warehouse receipts, and hold them as security for Ferguson's indebtedness to Lochart. Ferguson then wired the I.C.R. agent at Sussex to consign the goods to Howe; the agent marked off Ferguson's name; placed Howe's name in its place, and shipped the goods to Howe at St. John. When the goods arrived at St. John, but before delivery to Howe, Mollison found that Ferguson was insolvent; exercised the right of "stoppage in transit" and took possession of the goods.

Court Held that Transit Ended with Re-Addressing of Goods

The question then was whether the "transit" had ended; and the Supreme Court of New Brunswick decided that it had, and that Mollison's right of stoppage was lost.

"The goods were in the hands of the Intercolonial Railway as carriers," said the Court, "not by reason either of the terms of the contract between the vendor, and the purchaser, or of the directions of the purchaser to the vendor, or of the terms of the original carriage, but by reason of fresh directions given by Ferguson, the purchaser, to Robertson, the station agent, for a new transit: and in such cases the right to stop is gone. The original marks on the package were obliterated and new marks put on in the carrying out of Ferguson's directions, and by his direction there was a new consignor and a new consignee and a new contract of carriage, involving new rights and obligations, and a new act of carriage; all of them distinct from the original contract of carriage and the transit under it; and this, in our opinion, amounts as much to a constructive delivery to Ferguson and an end of the transit, as if the Intercolonial Railway had by a new arrangement, agreed to hold the goods as warehousemen, or as if Ferguson had directed Robertson to forward them to him from Sussex onward by a different mode of conveyance, and he had done so. The act of Robertson in the matter was the act of Ferguson, as unequivocally as if Ferguson had been there doing it himself. Nothing in the original contract of carriage would have warranted such a dealing with the goods as sending them back from Sussex to St. John; and this act of dominion over them was an act done in compliance with Ferguson's directions, and it is inconsistent with the continuance of the original contract. The railway ceased to be a forwarding agent under the original transit; the destination of the goods as between the buyer and seller was brought to an end when Robertson acted on Ferguson's telegram, and there was a fresh transit, not from the seller to the buyer, but from or by the buyer."

"You American girls have not such healthy complexions as we have," said the English beauty. "I cannot understand why our noblemen take a fancy to your white faces."

"It isn't our white faces that attract them, my dear," said the heiress. "It's our greenbacks."

HOW YOU CAN HELP TO MAKE THINGS HUM

Now and Always

Keep the store alive by changing things around.
Clear out the dead stock.
Smile on the kid customers.
Be promptly on the job.
Save paper, paper bags and twine.
Welcome new customers.
Be cordial to old ones.
Sell something that wasn't on her list.
Don't neglect the show window.
Re-arrange displays in spare moments.
Suggest any new ideas that occur to you to the boss.
Give your undivided attention to business while in the store.

Knobs of News

The Berlind Phonograph Co. Ltd., Montreal, has been registered.

O. B. Ranger, furniture dealer, Montreal, has registered his business.

A recent fire in one of Ottawa's business blocks, damaged the furniture store and stock of Stewart & Co.

President J. H. Parkhill, of the Parkhill Mfg. Co., Montreal, has almost entirely recovered from his recent severe illness.

The Canadian Rattan Chain Co., Ltd., Victoriaville, Que., have at present a new catalogue of their lines on the press. It will be ready for mailing to the trade shortly.

J. C. Rait, late of Robinson & Co., Ltd., Winnipeg, has been appointed manager of the retail furniture department of A. Welch & Son, 304 Queen Street West, Toronto.

Eddie Bagshaw is to cover Western Ontario for the Farquharson-Gifford Co., Stratford, succeeding Jno. McPherson, who has been promoted to looking after Ottawa city and Quebec province.

The Colleran Patent Spring Mattress Co., Toronto, has changed its name to the Colleran Spring Bed Co. Ltd. An enlarged and more aggressive policy will be adopted by Mr. Colleran and his confreres.

The Berlin Table Company, Kitchener, Ont., are putting an addition to their factory. They expect to manufacture shell boxes this winter, and in the spring turn the new addition over to their enlarged furniture line.

One traveller has returned to the road in the person of George A. Somers, who is looking after road sales for the Dymond Colonial Furniture Co., Strathroy, Ont. Mr. Somers was until recently assistant manager for the Robert Simpson Co's furniture department, Toronto.

"Tom" Chadwick, of the Gendron Mfg. Co. Ltd., has been laid up for some weeks, following an operation on his neck. "Tom's" great regret is that he cannot call on his customers and friends in Eastern Ontario until the New Year. He wanted to give them the season's greetings anyway.

The death occurred at Quebec, recently, of John W. Anderson, a well-known Toronto business man. He was 72 years of age. He came to Canada at the age of 18, and was for some time in the employ of Henry Morgan & Co., Montreal, as buyer. In that city he was married 47 years ago to Miss Caroline Ramsden. Removing to Toronto, he was connected with many well-known firms of house furnishers there, and was subsequently in business for himself in carpets and house furnishings under the firm name of J. W. Anderson & Co. Five years ago he retired from active business.

SIDWAY CARRIAGES ON PERMANENT DISPLAY

The Sidway Mercantile Co., manufacturers of baby carriages, have opened permanent Canadian showrooms and offices at 215-219 Victoria Street, Toronto, where they are displaying a full line of their "Allwin" and "Sidway" carriages and go-carts in collapsible and stationary styles.

Nearly a hundred carriages were shown on the floor, and all of them justified the statements made concerning them. They are roomy, comfortable, have splendid spring suspension, and are easy to handle. The collapsible "Sidway" has adjustable springs, a commendable feature when growing children are taken into consideration.

This year a new feature on the company's carriage line are the new all-steel stamped wheels on the carriages, the spokes and rim being stamped out of one piece of steel. These wheels will supplant the wire wheels. The line of carriages come in many colors in both wood and reed bodies. The new storm curtains on the reed bodies are all they are claimed to be.

The go-cart sulky line have many adjustable features that please. They can be made to act as a sulky, with or without foot rest, and as a bed. The company have an advertising department that acts as a sales help for dealers, sending out window trims, advertising electros, dealers' imprint circulars, and movie films.

F. R. Hodgens is Canadian manager, and he has assisting him C. A. Coryell, in Ontario; J. J. Neander, A. St. Hilarie and G. Ulrich, in Quebec; and A. E. Sanders in the Eastern and Western Provinces.

SOUTH AFRICA WANTS OUR SEATS

W. J. Egan, Canadian Trade Commissioner at Cape Town, South Africa, has forwarded to the Department of Trade and Commerce, Ottawa, data and illustrations showing the kind of chair seats that are in demand in the South African market. These illustrations show several styles of veneer chair seats, for children's high chairs, dining rockers and other chairs. The children's seats are 11-inch and 12-inch. The square seats are bought in sizes from 10-inch to 20-inch and dining room chairs from 14-inch to 17-inch and rockers from 17-inch to 20-inch.

Fibre chair seats in imitation leather are said to meet with a ready sale in sizes from 11-inch to 18-inch. These are usually shipped 250 in a crate, wrapped in one dozen parcels, in paper. The square seats only are imported in the two larger sizes, 17-inch and 18-inch. The colors imported into that market are black, tan and maroon.

BIG FURNITURE ORDERS FROM S. AMERICA

A group of American furniture manufacturers have broken into the South American market with a cash order for $750,000 worth of household goods. It is the first break from the European monopoly. The Chicago, Rockford, and Grand Rapids part of the consignment, a matter of twenty-five railroad carloads, is already on its way under "red ticket" instructions that give the right of way en route. Another thirty-five cars will be assembled in the east for sailings in January.

"It was as hard to put over this deal as it ever was to start something new," Secretary Sherrard, of the Baldwin Shipping Company, the Chicago export firm back of the transaction, said. "But we have our foot in the door now and we will open it wider from now on. The next thing is a $1,000,000 order for American-made phonographs, talking machines, and pianos."

The Du Pont Fabrikoid Co. have completed a road-building film for use in the movies. It shows actual construction scenes and takes 35 minutes to run through. It greatly helps the movement for better roads in rural communities, and many furniture dealers who take a pride in their towns have become interested.

SPECIAL ILLUSTRATIONS

Showing Some of the Newest Articles of Furniture

Suggestions for the Christmas Season



No. 2586—Adams card table, folding top.



No. 2624—Adams cellarette able.



No. 2564—Jacobean book trough.

Three new items from The George McLagan Furniture Co. Ltd., line.

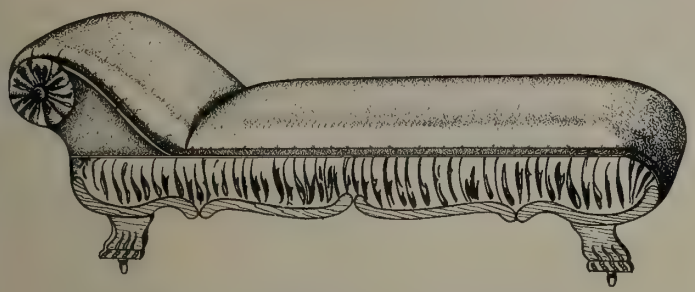


A new buffet from the Canada Furniture Manufacturers, Limited, line.



Nos. 303 and 313—Two new library tables made by Berlin Office and Fixture Company Kitchener, Ont.





No. 700—Couch, of new lines made by G. H. Hachborn & Co. Kitchener, Ont



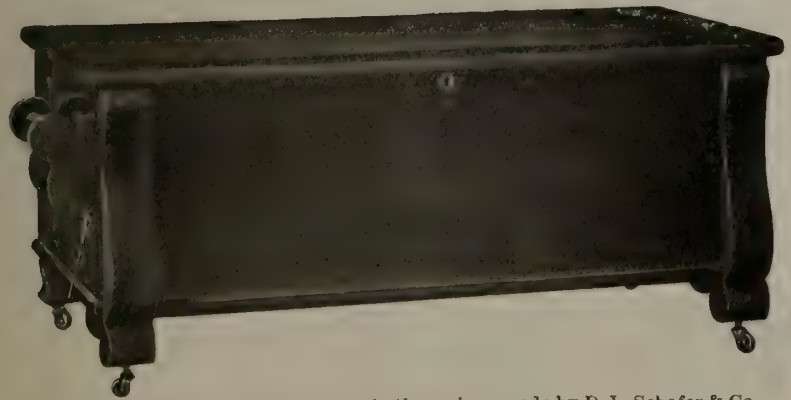
No. 2004—Living room arm chair, upholstered with roan or tapestry; spring seat. Made in quarter oak by The N. A. Bent Chair Co., Owen Sound, Ont.



No. 22—One of the newest tilt top twin dining tables, made by The Chesley Furniture Co., Ltd. Chesley, Ont.



The "Invincible" Sonora Phonograph, made in golden, fumed, early English, Sheraton, mahogany, and circassian. Distributed by I. Montagnes & Co., Toronto.



Mahogany finished bedroom chest, in three sizes, made by D. L. Schafer & Co., St. Thomas, Ont.





SOME NEW STRATFORD PRODUCTS

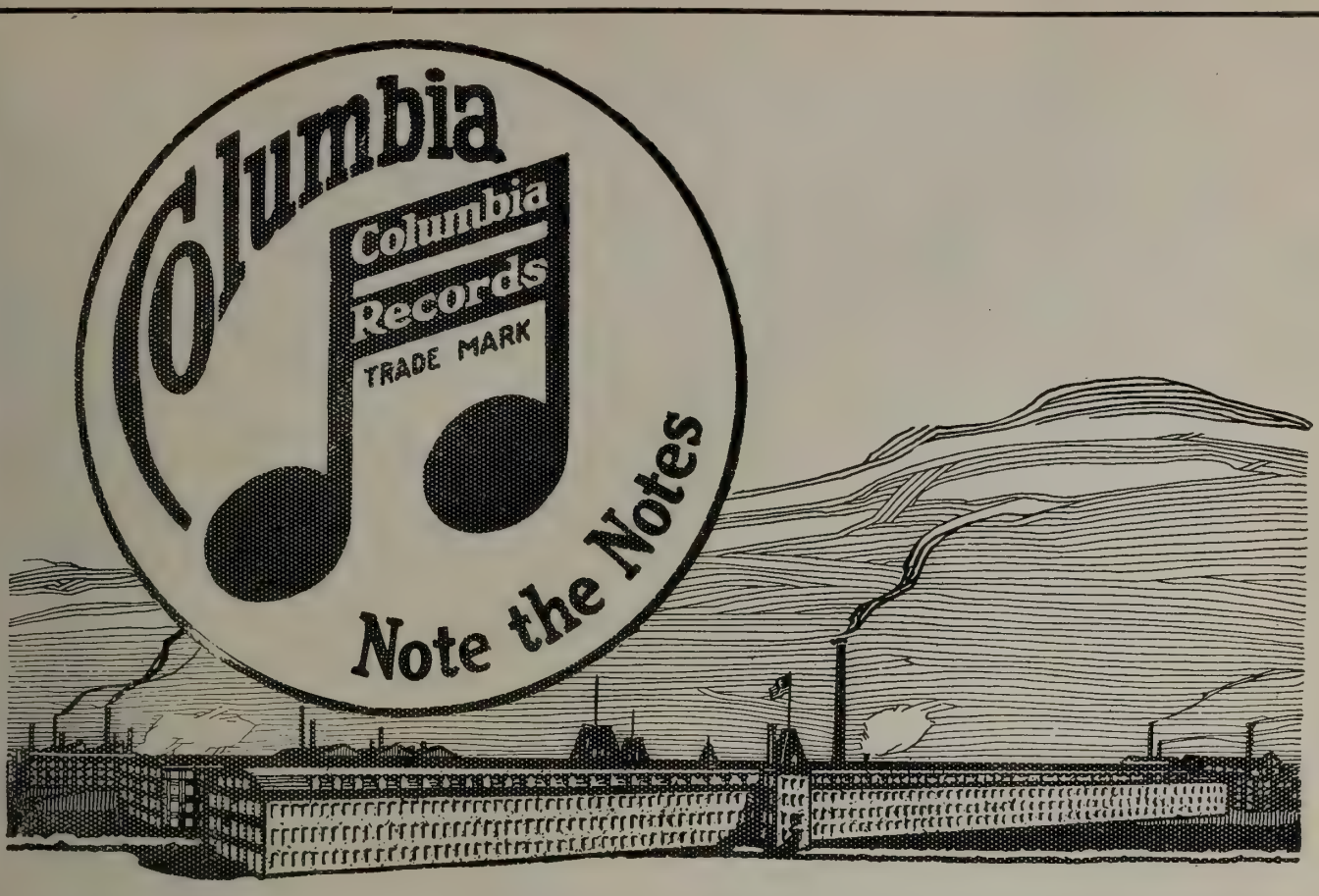
Above.—The William and Mary library suite made by The George McLagan Furniture Company Limited, Stratford, Ontario.

Centre. — Nos. 902-1 and 902-3, bedroom chair and rocker, made by The Stratford Chair Co., Ltd.

Below.—Rustic summer house in "old hickory" from the new line now being made by The Imperial Rattan Co., Ltd.







The Most Significant Trade Mark in the World of Music

As a trade mark the Columbia music notes are nearly ideal.

They infallibly suggest music. There is eye-arresting value in their combination of black spots, verticals and diagonals. They can be remembered.

But what has made it the most significant trade mark in its field?

Not merely its value as a symbol. It is what's back of it. It is the vision and the men behind it. It is the product itself. It is the hundreds of thousands of people buying Columbia goods again and again on the strength of the "music note" trade mark.

Accordingly, one of our biggest problems in the past has been to provide for the colo sal Columbia demand. Addition after addition to plant after plant has been made, and it is only now that we are really satisfied in our minds that the 1917 demand can be properly handled.

Columbia advertising plans are bigger and better than ever. If YOU are not a Columbia Dealer you are missing the most significant opportunity in the world of music for making big, quick profits.

Let us hear from you to-day.

Columbia Graphophone Company

Office and Factory: - Sorauren Avenue, TORONTO

In the Talking Machine Department

Talking machines as a furniture line

TALKING machines and phonographs as salable articles for the furniture store are no longer among the doubtful things that may or may not sell. They have long ago passed that stage, and to-day the best evidence that they can be sold is in the fact that they are being sold and being sold in quantities, and in localities where once the mail order houses held full sway, says C. A. Binet, in Chicago Furniture Journal. Like many another article which has become part of the stock of the furniture store, the talking machine was regarded a little doubtfully at the start. Dealers regarded it as a fad, or as an article that would require a specialist to sell. It was a musical instrument, and they were a bit chary about selling musical instruments of any kind. Perhaps it might get out of order—what then? All of these questions, sometimes bothersome, arose when the furniture man was asked to take



Every month the Home Furniture Co., Ltd., Toronto, issue a 4-page circular for distribution in the east end of that city. Here is how they boost their grafonolas and phonolas in their latest issue.

up the sale of the phonograph. However, a start was made, and a few of the more enterprising stores began selling the line. Others saw the possibilities, until at the present time the number of furniture concerns selling talking machines runs well into the thousands. And the business is only beginning.

The furniture man has learned among other things that the sale of a talking machine takes up no more time and requires no more exertion and no more trouble than does the sale of a sewing machine—the demonstration of the machines is an easy matter, and once the business has been started it grows gradually until a full-fledged department has been established. With the sale of the machines goes naturally the sale of records, and as new songs and new instrumental selections are being constantly produced, the business provides a steady volume of revenue.

Unlike some articles and specialties which the furniture dealer sells, the phonograph or talking machine has a market in every town, and there isn't a family of moderate means to-day that cannot afford some kind of a talking machine. In fact their use has become general.

While there is considerable experimental work still to be done in determining the kind of machine and cabinet that sells best, the method of selling, special booths, etc., there can be no doubt but the business is on the increase.

RECORD SELLING SUGGESTIONS

A dealer who stated that his record business was only fourteen per cent. of the total business of his talking machine department sent to his supply house for an explanation of his lack of sales, and asking for suggestions to increase his business.

The reply of the supply house stated they had spent considerable time in looking up material for a complete answer. "We find," ran the reply, "that your record orders for the last six months show an advance over previous accounts. You are to be congratulated on that. And you are not to be entirely held at fault because your record business is not greater. Yet it is certain that the record business should be much more than 14 per cent. of the total. They should equal the machine orders. You have done splendid work in placing machines, but you have overlooked vast possibilities for enlarging your record business."

There are several suggestions that might be followed toward the increase of your record business. One dealer says that he never hears a customer ask for a McCormack record without suggesting and playing three or four other records of his. If this dealer does not have a certain waltz on his shelf he suggests some other good waltz record, fearing that in nine cases out of ten a customer will not come back for a certain record if it is not to be had when wanted. A keying system that classifies waltzes, arias, violin solos, etc., under a code sign, enables him to pick out similar records quickly. He does not call this substitution but restitution—saving an order! He is a dealer who sends out great quantities of records on twenty-four hours' approval. For it's an active stimulant to his customers' record appetites—the more they hear, the more they want. He is the dealer who writes a breezy letter with every monthly list of records sent out on his mailing list and who calls by phone all customers whom he thinks might be interested in special records. And he is the very same dealer who is profiting and profiting and realizing profit on his record department.

Another dealer makes a practice of giving monthly

THE INSTRUMENT OF QUALITY

Sonora

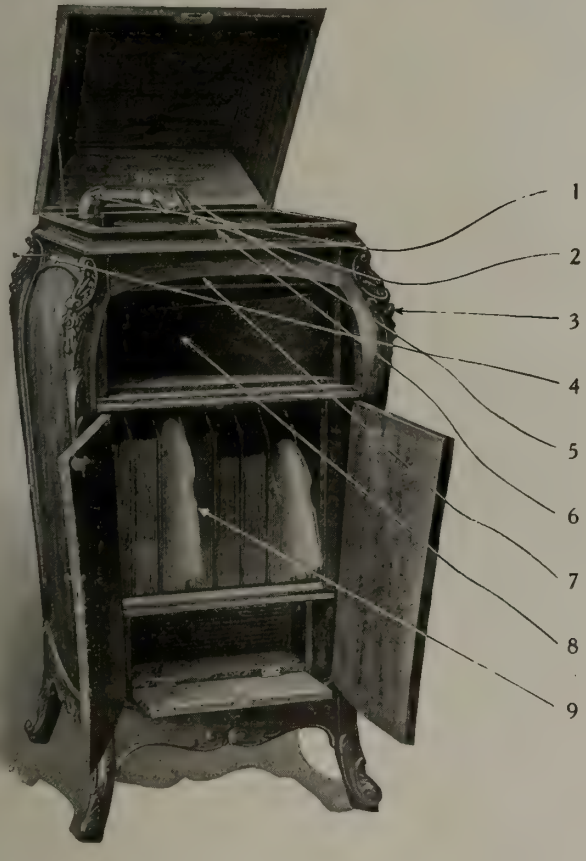
CLEAR AS A BELL



Some Reasons why this is "The Highest Class Talking Machine in the World."

1—Universal Playing.

THE Sonora is designed to play all makes of disc records perfectly. It was so designed before it was built; no make-shifts or awkward, unsatisfactory devices are added to secure this decided advantage.



2—Tone Quality

FOR tone quality the Sonora is without a peer, winning the highest score at the Panama-Pacific Exposition in competition with the world's foremost phonographs and talking machines.

3—Tone Control

AT the sound source, the proper place, is the Sonora tone control. It is simple in design, but remarkably effective in expression. This is another notable Sonora patent that assists in making this instrument the very best one that human ingenuity has been able to devise.

4—Sound Box

THIS assists in reproducing the golden tones and is noteworthy for its excellence of construction. Made from the best of materials, it sends forth notes that are clear, distinct, accurate and beautiful.

5—Automatic Stop

ON all machines there is placed an automatic stop, which is decidedly convenient and useful. It is simple and mechanically correct, and gives added pleasure and enjoyment.

6—Cabinet Work and Design

THE Sonora is extraordinary for the exceptional beauty of its design and cabinet work. The graceful, flowing lines ("Bulge" effect) are the result of a patented process and are exclusive with Sonora.

7—Motor

THE motor is made in Switzerland by experts with generations of experience, and plays about twice as long as do motors of other machines sold at similar prices. For constructional excellence, durability and strength, it is the supreme motor of the phonograph world.

8—Sound Amplifier or Horn

THE sound amplifier helps create the wonderful tone that the Sonora is noted for. It is made on scientific principles and with special treatments that are exclusive with us.

9—Envelope Filing System

THIS is a marvel of simplicity and convenience. Records are instantly available and can always be located where and when they are desired.

The Complete Instrument

THE assembled machine is an aggregation of individually perfect parts correctly combined. As a result, the tone is of unrivaled clarity and magnificence, with a depth of expression that makes the Sonora unqualifiedly "The Highest Class Talking Machine in the World."

Correspondence Regarding Agencies is Invited

Get agency terms, discounts, etc., from the CANADIAN DISTRIBUTORS

I. MONTAGNES & COMPANY

Ryrie Building, Yonge and Shuter Sts., TORONTO

recitals, selecting the headliners of each record list and inviting home talent to assist—by this latter feature attracting more local interest. He says pleasant service in the store brings better results than any amount of "record-on-approval" bother.

But one other man comes forward with a plan for boosting record business which should commend itself to your attention through its uniqueness. He employed a young man instructed in the mechanical workings of his machine to make regular tours of inspection among all the local owners of his machines, testing the motors to correct jumping, to see if they make the proper revolutions per minute, to see if the diaphragm is at proper tension to bring out roundly the high tones of certain instrumental records he might play, and to see if the sound box is properly adjusted to produce powerful vocal records "without blasting." Upon finishing each inspection the young man might play a few other good numbers and leave behind a list of the latest records.

When the man of the house gets home at night and discovers that his talking machine has been improved he will be in better trim to order new records than if no attention had been paid his machine.

A TALKING MACHINE DISPLAY

Bright colors have been holding the boards for some time and they certainly help in making displays that are out of the ordinary.

The color scheme for a good window display of talking machines, seen recently in one of the larger towns was black and magenta—hard to photograph, but remarkably striking. It certainly "gets across." The background was wall board, edged with fir, and all painted black. Small circles were cut from the same material and painted black and magenta. A large panel in the centre of the background, nine and a half feet high and seven feet wide, had a couple of dancers painted thereon in water colors on unbleached muslin. The platform on which the panel rested was ten feet long, two feet and six inches wide, and eight inches high. Two exaggerated birds were cut from wall board and painted with the brightest of red, purple, green and yellow paint, and for a finishing touch, before the paint dried, they were sprinkled with bright metallic glitter.

The floor was covered with black paper. A large circle in the centre, eight feet in diameter, and made of wall board, was painted black and magenta, to serve as a record stand. The draperies were heavy cretonnes, following the general color scheme of the window.

Only two talking machines were shown in the window, but a number of records on small stands took away any emptiness that might seem to be apparent.

GOOD BUSINESS IN RECORDS

When a dealer sells a talking machine in reality he has just started to sell his customer, as 90 per cent. of the talking machine users of to-day buy 50 per cent. of the price of their instrument the first year in records. For example, if they buy a $100 instrument their first year's buying in records will amount to at least $50, and so on each year.

We would be glad to receive from dealers news and views of their talking machine department.

January, 1917, Furniture Exhibitions

BECAUSE of the war the ambitious plans of recent previous years have been allowed to stand, but already furniture makers and dealers are preparing for peace—the former by making displays of their productions, and the latter by getting ready their stocks for the new homes that will be made in Canada when the war does end.

The furniture trade has come to recognize January as the big buying month of the year, and in accordance with this fact manufacturers look to the first month of every year as being a good time to display their samples of new furniture lines for the year.

The furniture manufacturers of two cities, Stratford and Kitchener, will make exhibitions of their productions during January, from the 10th to 20th.

In Stratford there will be no central exhibition as in former years, but the different factories will make displays of their goods in their individual showrooms. As the furniture factories of the Classic City are located in one section and in close proximity to one another, buyers will be enabled to visit them all conveniently, and see a larger range of goods than was possible in former years.

The Stratford factories that will make displays are: The George McLagan Furniture Co., Ltd.; Stratford Chair Co., Ltd.; Imperial Rattan Co., Ltd.; Stratford Mfg. Co., Ltd.; Globe Wernicke Co., Ltd.; Farquharson-Gifford Co., Ltd.; Kindel Bed Co., Ltd.; Stratford Bed Co.

In Kitchener and Waterloo most of the factories will make displays in their own showrooms. In addition to this, however, a number of firms are taking space in the Rink Auditorium Building on Queen Street, Kitchener, to display their new lines. Among these are: G. H. Hachborn & Co., Pollock Mfg. Co., Berlin Office & Furniture Co., Berlin Table Co., and possibly the Onward Mfg. Co. Two Toronto manufacturers are considering exhibiting there, and two U. S. manufacturers have inquired about space.

The Canada Furniture Manufacturers, Ltd., will hold a midwinter furniture exhibition in their permanent Toronto showrooms, 136-140 King Street, East, where they will make an unusually large and attractive display of new furniture styles.

WHY FURNITURE EXHIBITIONS ARE VALUABLE

(*Continued from page 39*)

their respective factories. The exhibitions will be open from the 10th to the 20th of January.

It is particularly advisable that every retailer in every part of the Dominion should make an effort to visit these exhibitions. As they are all situated within an hours' train ride of each other, there is no reason why they cannot all be visited.

While this is not a year that is noted for many strikingly new departures in styles and designs, yet the situation is one of more than usual interest in the furniture, trade, and there is no way in which the retailer can grasp its import and enlighten his understanding, than by spending a day or two at the exhibitions.

He will lose more money by not visiting the exhibitions than he will save by remaining at home.

Make a note of the points upon which you want information, the problems you wish to discuss with manufacturers and arrange to visit all the cities where exhibitions are to be held in January.



Pathé

The Following Famous Artists are but Part *of* Pathe Exclusive Talent



Dealers: Are You Awake to this Opportunity?

Are you awake to the fact that you really have something new and exclusive if you secure a Pathe Agency?

Think one minute, and you will write asking for full information about the Pathe line and our attractive proposition to new dealers. Write now.

We have in the Pathe library exclusive records by artists of great fame who have never been heard in this country, and because of their contracts abroad may never be heard in America—except from a Pathe Disc. We also have many other Pathe artists who have won fame upon the American operatic stage.

Muratore, Chicago Opera Company; **Albers,** Opera Comique, Paris; **Burzio,** La Scala, Milan; **Parvis,** La Scala, Milan; **Note,** Grand Opera Company, Paris; **Fitziu,** Metropolitan Opera House, New York; **Bassi,** Covent Garden, London; **Burrian,** Metropolitan Opera House, New York; **Didur,** Metropolitan Opera House, New York; **Rudolph Ganz,** the solo pianist; **Dr. Bernhardt Steinberg,** Cantor of Temple Beth-El, New York, recognized as the greatest authority in America on traditional Jewish music; **Aumonier, Bardi, Chenal, Denera, Thomas Egan, Baptiste Hoffman, Grace Hoffman, Junka Burchardt. Magliulo, Merentie, Montesanto, Scampini, Sparkes, Tanzler, Vaguet, Vogelstrom, Weil, Jacques Thibault,** and numerous additional well-known singers, soloists, symphony orchestras, bands, "trios," etc., who record **exclusively** for Pathe, place the Pathe dealer in an enviable position to supply the constant public demand for something **New, Exclusive, Better.**

The following artists of international fame also record for Pathe: **Vallandri, Sammerco, Ancona, Urlus, Cavalieri, Giorgini, Ober, de Cisneros, Slezak, Galvany, Titta Ruffo, Lenzi, Journet.** The "golden voices" of hundreds of other of the world's greatest artists are heard at their best on Pathe records. Do you not see the impregnable position the Pathe dealer holds wher he is able to offer his public such records as these? Records which, artistically, are unsurpassed.

The Pathe library meets every need of the dealer. Besides these great selections by opera and concert stars and by famous orchestras and bands, it is kept constantly up to date with the newest popular music of the day.

The large size of the average Pathe Disc makes possible longer sound waves. The longer the sound wave the truer the music.

Pathe Freres Phonograph Company

of Canada, Limited

Factories and Head Office: 4-6-8 Clifford Street TORONTO, Canada

The men behind

Pathe Freres Phonograph Co.

of Canada, Limited

who are now located in their new factory at 4-6-8 Clifford Street, Toronto.



N. G. VALIQUETTE
Vice-President



HON. J. L. PERRON,
K.C., M.L.A.



W. J. CRAIG
Secretary-Treasurer



JAMES MALCOLM
President



O. C. DORIAN
General Manager



E. M. KEARSING
Factory Superintendent



ANDREW MALCOLM
Director

Turning Old Accounts Into Cash

Plans given in System by which retail merchants have aided or compelled their slow pay or doubtful customers to settle their indebtedness

By FRED COOK

WHEN a great proportion of retail business is done upon a credit basis the success of the average retail merchant depends in no small degree upon his ability to handle accounts. He must judge accurately to whom he may safely grant credit, to what amount, and for what period—and, when an account becomes overdue, he must know every available method for collection from the delinquent.

Experienced merchants agree that a system of limits is necessary for the successful operation of a credit business: first, a limit on the total amount of outstanding accounts—governed by the available working capital; and, secondly, a limit on the amounts and terms of payment for individual accounts—governed by the financial condition of each customer.

Indeed a system of limits properly applied to credit business can cut risks to the minimum; but it cannot bring in the old unpaid accounts left over from previous years. Many of these are fast outlawing, and it is a big problem to turn them into cash.

In many cases, the solution can be found through applying the experience of retailers who have been successful in handling this class of collections. Here and there one has discovered a new way to get money from seemingly worthless accounts. Equipped with a knowledge of the successful methods of others, the average retailer should be able to collect a portion of his "uncollectible" accounts.

Set Limit when Account is Opened

A merchant who did a $35,000 business last year, three-quarters of it on a credit basis, and lost but $150 in bad accounts, believes that an ounce of prevention is worth pounds of cure.

"I find," he says, "that the best time to talk to a customer is when account is first opened. Granting credit seems like a favor then. I make it plain that the terms will be rigidly enforced, and it is seldom that an applicant will not agree. Of course, it is necessary to use some discrimination in fixing the limit, but by learning a man's salary and the time of his pay day, I don't have much difficulty."

"That sounds very well," I answered, "but how are your clerks to know whether or not a customer is in good standing?"

"I arrange that too," he replied. "I use a filing cabinet for the original sales slips as an account register. The total is carried forward each time a new slip is made out, so the last slip always gives the total amount due. I attach a red cardboard showing the time and amount limits to the clasps that hold the sales slips in place. If the amount of the purchase added to that already owed exceeds the limit shown on the red card, the clerk notifies the customer."

Believes in Personal Calls

"I believe that most small-town merchants rely too much on the postage stamp to bring in their slow accounts," said the leading retail dealer in a New England town of two thousand people. "There isn't a retailer in the town whose books are more free from dead accounts than mine, and I know there isn't one in the lot that sends out so few statements. At best a letter is only a substitute for a personal interview. So why write people when I can talk with any of them personally?

"The first of each month I start out to see the worst delinquents in person. I take itemized statements with me to prevent disputes and to stall off any pleas for delay until the account can be verified.

"I find that when I look a man straight in the eye and talk with him, I am in a position to start something. In the first place, I always get his admission that the account is correct, and next, that he intends to pay it. Then I explain how much I need the money and urge him to give me a note, or at least a definite promise of payment—one that I can really depend on. And when a promise comes due, I follow it up with another call. When it comes to collecting old accounts I would not go back to the old system for several hundred dollars' worth of good reasons."

Make it Easy for Delinquents to Pay

"Make it easy for your delinquents to pay," said a general store proprietor known throughout his section as a successful money getter, "and you make it easy to collect old accounts.

"My first few years in business, it seemed as though I couldn't do anything with the accounts that slipped over the line into the slow-pay class. Finally I saw why. It was simply because I was making it hard for the delinquents to pay.

"One man who had fallen behind on account of sickness owed me $25. I knew that $25 in one payment was out of the question, but I felt that he would clear up the ledger if permitted to pay a dollar a week. The scheme worked so well that I tried it with others, explaining my willingness to be lenient and asking for the dollar or two dollars a week that I felt could be spared. By urging them not to wait until they could square up the whole amount, I commenced to get results, slowly but surely. In fact, installment collections have had more to do with my success in cleaning up old accounts than all other factors combined. They make it easy for the delinquent to pay."

GOOD ADVICE FOR JANUARY

Now is the time for the astute retailer to "clean his store" in a legitimate way, truthfully says The Decorative Furnisher. The scarcity of nearly all kinds of merchandise makes even the less desirable types of a few years ago very valuable just now. The retailer, if he is lucky enough to have any merchandise of this class, can feature it to his advantage, and to the advantage of his customers, and make a sale that will please all concerned. If you can't sell your "old stock" to-day you never can sell it any time.

The wire situation has been bothering mattress makers somewhat of late, as deliveries have been somewhat slow. Mr. Thompson, of the Marshall Sanitary Mattress Co., Toronto, was forced recently to go to Chicago to get a supply and wait there to see it shipped before feeling safe, although he had placed orders for wire that should have been shipped six months ago.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

Consumptive Complications

By Howard S. Eckels, Ph.G.
Dean of Eckels' College of Embalming, Philadelphia, Pa.

(Continued from last month.)

In still more troublesome cases, when the cellular tissue is leaking, the blood from the pulmonary circulation into the bronchial tubes, causing more copious purging, which as it runs over the cheeks appears to be worse than it really is, it is advisable to use the nasal tube placed well back into the nasal passage, attaching thereto your aspirator. Then all of this purged material may be collected through the aspirator into a bottle, instead of leaking and draining over the face. This will not only take care of this annoying feature in a very nice way, but also give you a correct knowledge as to the amount of purged material. Even though this would seem to be mostly fluid, you will find it to be only a small quantity as compared to the amount you are pumping into the arteries and you will be encouraged to continue arterial circulation until you have secured satisfactory embalming of the body. After this a slight pressure on the chest with your hands will cause a further collection of this liquid material through the trachea or windpipe into the throat. It can be drained by the aspirator into the bottle and the lungs be altogether relieved of this substance. Further injection of the embalming fluid into the cavities will be beneficial and the amount may be regulated by the amount of gases which were contained therein.

This particularly pertains to that class of consumptive cases where the lung tissue is destroyed by the disease so that leakage occurs not only from the pulmonary circulation through the embalming process (which really does not interfere with the arterial circulation because it is a drainage of the venous blood and not a direct leakage from the systemic arteries), but also when the tissue of the lungs is broken down to any great extent by the disease. The bronchial arteries originate both from the aorta and from the first intercostal arteries, which supply directly from the general circulation the arterial blood which vitalizes the tissues of the lungs. When these arteries are ruptured the fresh fluid may leak into the bronchial tubes. Then it is difficult to pump fluid fast enough into the arteries to more than supply the leakage as it occurs. Under these circumstances it is necessary to treat the body as though it were a posted case, and to secure circulation of the face tissue it will be necessary to inject into both of the carotid arteries several ounces of fluid up towards the face.

As the face and hands are important exposed parts of the body they always should be injected by the use of the carotid arteries into the face, and also the brachial or axillary arteries towards the hands. The iliac or femoral arteries then may be raised for the preservation of the tissue of lower limbs, and a good thorough cavity injection also should be made with a hypodermic injection of the flesh tissues of the trunk (particularly into the deeper parts of tissue) by the use of the trocar.

As consumption is one of the most common diseases, and is both infectious and contagious, the operator should be careful regarding abrasions of his hands. He also should be in good physical condition so that he will be more certain to resist the disease. The exciting cause of consumption is "bacillus tuberculosis." The mode of entrance is usually respiratory, although the disease may obtain entrance into any part of the body. The hands, face or any of the organs may become infected.

The source of the infection usually is the sputum, feces and the mucus, also through the air, water and by direct contact. Therefore, thorough disinfection should be given to the body by washing with an antiseptic, such as your embalming fluid, or with a solution of corrosive sublimate—1 to 1000—or by using a good liquid antiseptic soap. Clothing from such bodies always should be thoroughly disinfected by either boiling them ten minutes or else immersing them in a five-per cent. solution of carbolic acid, to make a gallon of which use 6½ ounces of carbolic acid with 6½ ounces of glycerine (to make a perfect solution) and 115 ounces of water, enough to make a gallon. A four per cent. solution of formaldehyde is also a good disinfectant for this purpose. To make this you would use 12 ounces of 40 per cent. formaldehyde in enough water to make a gallon. A solution of corrosive sublimate 1-500 may be used, which you prepare by adding one-tenth of an ounce of corrosive sublimate dissolved in a little water with the aid of an equal amount of muriate of ammonia, one-eighth ounce, afterwards adding water sufficient to make a gallon. This makes the most desirable solution for general use, as it is odorless and non-irritating, and always retains its strength.

If the patient has occupied a room in which carpets, upholstery and furniture may have been permitted to remain, the room should be thoroughly disinfected by formaldehyde gas, both for the purification and destruction of the disease germs which may pervade the atmosphere, and also by the proper application of disinfecting solutions to the wood work, the washing of

In Memoriam

And the stately ships go on
To their haven under the hill;
But O for the touch of a vanish'd hand,
And the sound of a voice that is still!

Dominion Manufacturers, Limited

Head Office, Branches and
Sales Staffs

Greet the Funeral Directors of Canada with the Season's Best Wishes for a Bright and Happy New Year

HEAD OFFICE

CORNER NIAGARA AND TECUMSETH STREETS

TORONTO, CANADA

SERVICE

Service in a trade paper means giving the reader the kind of information that is most valuable to him.

In a paper covering the furniture field in Canada The Canadian Furniture World and The Undertaker has consistently kept in mind the fact that a very large portion of the furniture dealers throughout the country are also undertakers, and we have endeavored to make the paper of value in connection with both departments.

As a consequence of this, plus the generally high editorial standard maintained, The Canadian Furniture World has won the first place in its field in Canada.

It is first in circulation because it has given the readers the most useful service.

It is first in prestige because it has won the confidence and respect of its readers by making its paper useful to the retailer, and not a series of "write-ups" or "puffs" of manufacturing concerns.

It is first as an advertising medium because of its prestige and its larger circulation.

The Canadian Furniture World
and The Undertaker

32 Colborne Street, - Toronto, Canada

the floors, carpets and also the furniture and draperies. The body and bed clothing, particularly handkerchiefs, should be thoroughly disinfected by being boiled or immersed in a strong disinfecting solution, cuspidors and places where the person has expectorated should have careful attention, as these disease germs are very tenacious, being able to resist a high as well as a low temperature.

So much attention has been given to the treatment of consumptive cases during the last year, as well as many of the other communicable diseases, that it is of the greatest importance that the embalmer of the present day be familiar with this entire subject, for the advancement of his business as well as his professional career. I would not be doing you justice did I not call your attention to the benefits to be derived by a further study of this subject.

Cerebral Apoplexy and Its Treatment

A Maritime correspondent writes:—

"I would like to have an answer to the following statement and question through your valuable paper: I had a case recently of a man who died instantly while sitting in his chair. He was a large man that I suppose would weigh about 190 or 200 pounds. He was supposed by the doctor who examined him to have died of cerebral apoplexy. I took charge of the body after it had been dead 24 hours. The left side of the face was considerably discolored. I massaged the face with warm water, but could not get it good, so I pumped the blood from the heart, taking off a quart or more of blood. Then I injected about the same amount of fluid. While I pumped I kept rubbing the blood from the face, neck and ears, and got it looking fine. After I had it in the casket I called the family to see it and they were well pleased with it, and I thought I had it all right. The funeral was held the next afternoon, and it was all right in the morning; but during the forenoon the eyes began to puff up, and then the face, and by one o'clock the whole face was swollen or puffed altogether out of its natural shape, but not discolored.

"I would like to know the cause of the trouble. If any of the readers have had similar trouble, what is the remedy?"

This subject and question were submitted to Robt. U. Stone, Principal of the Canadian School of Embalming, Toronto, one of the best authorities in Canada, and his reply is as follows:

Cases of Cerebral Apoplexy are usually discolored about the face and ears. The time elapsing before the operator took charge, would allow of changes that would prevent him entirely removing the discoloration, but massaging alone, without removing blood from the veins would accomplish little.

Aspirating from the heart is not to be commended, as blood can be removed in a more scientific manner, but it is well to know that method for emergent cases.

It was not stated as to the point of injection of the embalming fluid, but, it appears quite certain that the amount of fluid used was far from being enough to prevent fermentation of the blood that was left in the capillaries, and then came the puffing and swelling. At least four or five quarts of fluid injected into the arteries should have been used to obviate any trouble. A possible, but merely a remote, cause of the puffing may have been in the lack of fluid in the body causing fermentation of the blood in the capillaries of the brain, but I am inclined to be almost positive that this was a case of capillary gas, commonly referred to as tissue gas.

Cases of capillary gas are rare, but I have had one, and it was a real one. No embalming: winter: hot fire in room: body placed in coffin few hours after death, not seen again till morning of funeral at 8 o'clock. We could hardly get the top on and screwed down as the body, face and arms were so swollen. It was in an Italian Catholic family who preferred such condition to embalming. Next time they or their connections call on our services, we will either embalm the body, or we will not touch the case at all.

When capillary gas starts to form it is difficult to stop. Cold or freezing delays its formation. Thorough arterial embalming prevents it from starting.

I would like to hear from the operator, writes Mr. Stone, in conclusion, as to the point of injection in this case, and as to how much fluid he uses on an ordinary case, and how many cases he has embalmed.

Early Days of C.E.A.

Following the article of last month on the early days of the Canadian Embalmers' Association, it might be well to reprint the constitution of the organization:

Constitution

Section 1. This Association shall be known as the Undertakers' Association of the Province of Ontario, and shall have for its object the elevation and protection of those who are engaged in the Undertaking Business within its jurisdiction.

Section 2. This Association shall consist of Undertakers doing business in the Province of Ontario in their own name.

Section 3. The Officers of this Association shall consist of a President, five Vice-Presidents, a Secretary, and Treasurer, who shall be elected by ballot at each annual meeting, and to hold office for one year or until their successors have been duly appointed, except when but one candidate for any one office is nominated, such candidate may be elected by acclamation.

Section 4. This Association shall have an Executive Committee, consisting of seven members, five of whom shall be elected by ballot, or appointed by the President, as the Association shall direct, and the President and Secretary shall be members ex-officio.

Section 5. The meetings of this Association shall be held annually at such place and time as may be determined by the Association when in session.

Section 6. This Association shall be governed by such By-laws as it by a three-fourths vote may hereafter adopt, not inconsistent with the Constitution.

Section 7. This Constitution can only be altered or amended by a two-thirds vote of the members present at any regular meeting, provided that notice of the same was given in writing to every member of the Association at least one month previous to the regular meeting.

Marshall Ecclestone has opened an undertaking business at South Porcupine, Ont.

J. O'Leary has opened an undertaking parlor and business at 1028 Gerrard Street East, Toronto.

Conducting a Funeral

"I would like to have you print in your paper, and I think other undertakers would, too, a complete instruction from beginning to end of conducting a funeral, both house and church funeral, public and private funerals, and all the details. If you would get one of the leading undertakers to write a full description, it would be a nice thing for us younger funeral directors to read."

This was the proposition put to the editor of Canadian Furniture World and The Undertaker, recently, by one of our Ontario subscribers. Knowing how well Mr. W. K. Murphy, Toronto, was interested in the subject (he some little time ago contributed such an article for us) the editor laid the query before him, and this is how Mr. Murphy handled the subject:

Telephone or first call generally runs as follows:

The First Call

"Is that Smith's Undertaking Co?"

"Yes."

"Well, Mr. Jones has just died and the relatives want you to take charge. Can you come or send up right away?"

"Yes, we will attend to it at once. Now, what is the name again, please? 'Mr. Jones,' yes, and the address? Yes. Thank you, we will be there in a few minutes."

Then get your couch, embalming case, one black and one black and white door mourning. If it is an unmarried person your black and white mourning will do until you replace it with a grey one or flowers. If a married person, your black will be proper unless you wish to put purple on later. I always place the door mourning on first, as it stops agents, peddlars, etc., from annoying the family at this time. Then ask to be shown to bedroom where the deceased is laid. The relatives will generally ask you if you require anything. Say, "You might give me a jug of water and a basin, two towels, one sheet, underwear and the clothes you wish to put on." If you carry a collapsible basin and a slumber robe you need not ask for the basin or sheet. Then you or your assistant can proceed to embalm the remains. If your assistant is going to do the operating, you can go to the family and get the particulars, as follows:

What is the physician's name and address?

Get the family certificate filled out.

What is the minister's name and address you wish to officiate?

What cemetery. If by train, what railway, the time, etc., of funeral?

How many carriages will you require? (At this point you will have to assist the friends as to the number of carriages required.) Ask if the minister will accompany the friends or if he will require a carriage for his own use.

This point settled, ask them if they are going to have pall-bearers, and how many, 4, 6 or 8. If 4, one carriage will do; if 6 or 8, two carriages.

Now, "Are the ladies going to the cemetery, or not, and how many mourners are there that will be going to the funeral." (Here govern yourself accordingly, as each carriage seats four people.)

"Now, as to the kind of casket you wish for Mr. Jones, will you come to the office to select the same, or will you select one from the photos we have here?"

You will find that half your customers will select from catalogue and the other half will prefer to go to your office to select the goods. It is more satisfactory to have them go to your place to see the caskets as you can explain the goods better than from catalogue. Keek the remains in the bedroom until you take the casket home, unless you are using a reclining couch, then place your couch or casket in the library or drawing room to the best advantage, view and space. Do not have too bright or too dull a light, but a soft, medium one.

All details now having been arranged and the date set for the funeral, you ought to call once each day to see if there are any changes in previous orders and to arrange the flowers as they come in.

Funeral Directing

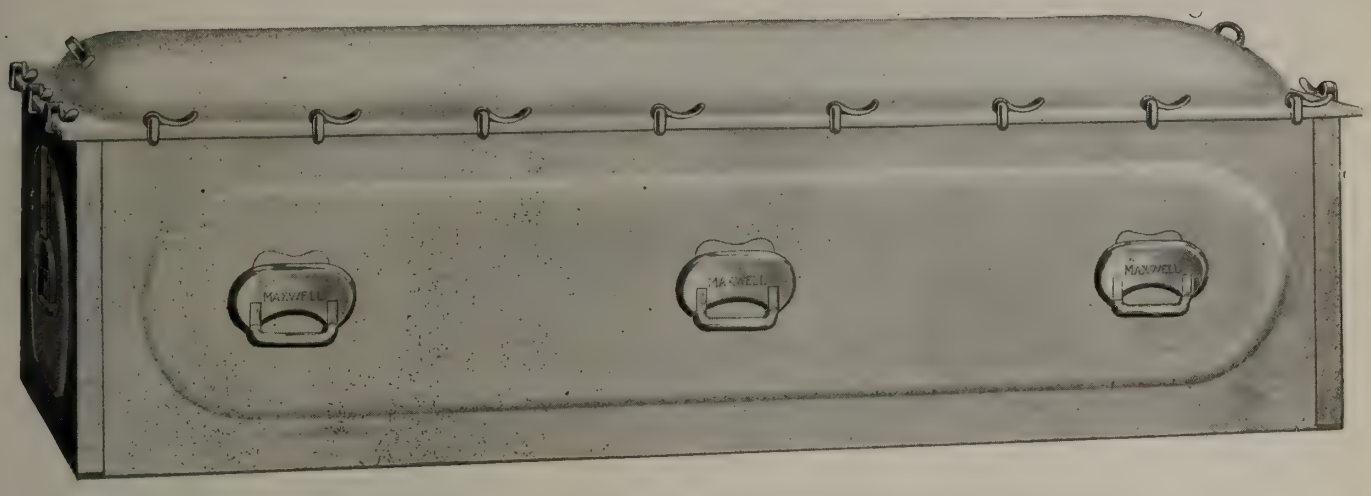
The funeral director must be a man of quick thought and action, must think and act quickly to cope with so many things that may arise at a time when everyone is in silence and sorrow and all eyes are on the one in charge. There are so many kinds of funerals nowadays, private, semi-private, and public funerals. Funerals regulated by public officials are the hardest to manage by the director as there are so many different opinions offered. As for instance the last public fireman's funeral held in the city, there was a massed band, city officials, representatives of all societies, flower carriages, but all through the long cortege there was not one funeral director to be seen. They were told to go to the cemetery and meet the funeral there, and like good, obedient children they did what they were told, and this was to my mind a weakness on their part. Smith's relatives followed Brown's and Brown's relatives followed Smith's. There was a conglomeration of bungles from start to finish, engineered by our city officials. When you are ill and call the doctor you do as he tells you, when you are about to erect a building and you call an architect, you accept his plans and specifications. This should also apply to the funeral director as, no doubt, his experience in this line is broader than the city officials who are more at home striking the tax rate than regulating funerals.

Large Church Funerals

See that there are some pews reserved for your mourners. If possible provide your own ushers that when you arrive at the church everything will be in readiness. If the minister meets you at the door and proceeds up the aisle of the church, take your bearers two deep, at the head of the casket. Place one in each pew, three at each side of the altar so they form as it were, a guard of honor to the dead. Your society following up with the church cortege and the casket followed by the mourners and friends. You may set the pace a little faster in the lead, so that your bearers will be seated in their places and you will have ample time then to seat the relatives as near as possible to the casket on the left hand side of the church. The director should always remain in the church to see that friends entering during the service have seats, and not to be outside with the coach-drivers, unless to give them orders as to changes or regulations as to route. On leaving the church turn your casket and have your bearers follow behind the casket so as when you get to the door you simply motion them to come forward and take their places. In this way you will find everything will be done in order. It is not necessary to call your carriage list out a second time at the church as you ought to know the occupants of the different carriages.

(To be continued.)

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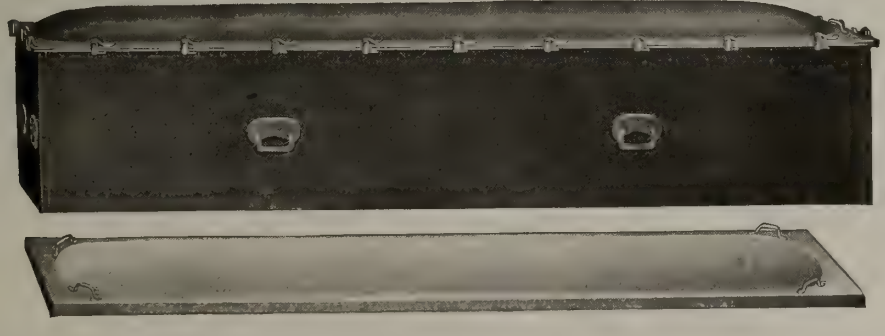
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Vascular Conditions Affecting the Face :

By
Prof. Chas. O. Dhonau

Being the third address delivered at recent convention of C. E. A. at Toronto.

ALL men who have had something to do with the preservation of dead human bodies have found that at times the face does not respond to their treatment and that the usual firmness expected does not materialize. Many embalmers have explained that the fluid was to blame for this condition when compelled to make some form of explanation for the trouble. As a matter of fact a condition which allows fluid to work one way on part of the body and another way on another part must of necessity be a condition which limits the circulation of the fluid. If it is a condition which limits the circulation of the fluid it is most assuredly not a condition for which the fluid is itself responsible. This brings us to the points where we must take up the study of circulation defects in the region of the blood vessels leading to and from the face.

Most deaths not caused by accident or conditions originating outside the body are caused by terminal infections. If a person undergoes an operation and comes through the operation fairly well and afterward dies of pneumonia, during convalescence from the operation, the pneumonia stands as the terminal infection. Thus it may be entirely proper to say that the "operation was successful—the patient died." There may have been no direct connection between the operation and the pneumonia. If a person is ill with typhoid fever and develops jaundice and pneumonia in the course of the illness, the terminal infection is pneumonia. If a person develops rheumatism and afterwards dies of the effects of the germ that originally caused rheumatism producing an inflammation of the inner wall of the heart, it is the last infection or the endocarditis that is rated as the terminal infection. Thus we can claim that pneumonia as a terminal infection causes more deaths than it is charged with in ordinary medical practice. The fact that the average physician does not average 100 per cent. in his diagnostic ability is due in the first place to the fact that by the lack of sufficient postmortem examinations of bodies, not only while the medical man is a student in a medical college, but also while he is a student in his own daily practice. As a matter of fact it is claimed by many that the average physician in general practice is doing well under modern conditions if he can average 50 per cent. in his diagnosis. Probably the best man in the work, from the diagnostic standpoint, is Professor Neusser, of Vienna, who is given credit for having witnessed 5,000 autopsies per year for the last 20 years. I am giving you this information to enable you to understand that the cause of death as given by the physician in the case at hand may not be at all correct and that even though the term lobar pneumonia may not appear on the death certificate, it may appear in the lungs on examination. I have a particular reason for enlarging on the condition known as lobar pneumonia as there is a direct relation between pneumonia and a series of circulation defects affecting particularly the arteries radiating outward from the arch of the aorta.

There are three well-defined forms of pneumonia. Lobar pneumonia is a consolidation or a hardened, filled in, type of inflammation of the lungs that affects either one or more entire lobes or the largest portions of one or more lobes. When it is understood that the right lung has three lobes and the left lung two lobes and when we speak of an inflammation of one or more lobes you may know that there is enough interference with the circulation of blood through the lungs to produce something definitely harmful to the circulation. As a matter of fact, this condition in the lungs acts as a partial shutoff to the circulation in general and the heart is only able to do its work of supplying the body with blood under a very severe strain or tension. It has been proven that the speed of the entire circulation is reduced in the presence of lobar pneumonia and that with a reduction in the speed of the circulation there is a formation in the arch of the aorta and in the subclavian, innominate, and carotid arteries of connected blood clots formed principally of white blood cells and fibrin.

The second form of pneumonia we will know as lobular pneumonia. A lobule is a small part of a lobe



Prof. Chas. O. Dhonau, Cincinnati.
(From a recent photo.)

and especially a small division of a lobe. In this case the consolidation and filling in only affects a very small part of one or more lobes. In this case there is not enough tension on the circulation to cause the clot formation mentioned before.

The third form of pneumonia is an inflammation of the air passage alone, and this form is known as broncho pneumonia. There are no circulation difficulties in this form of the disease.

To explain the nature of the lobar pneumonia as a circulation shutoff in life we will first have to consider the anatomy of the lungs. Each lobe of each lung is equipped with one large bronchial tube or air passage, with branches extending out through the entire lobe in tree-like or arbor vitas fashion; one large branch of the pulmonary artery carrying venous blood to the lungs to be purified which is divided and subdivided the same as the air passage which it accompanies; one large pulmonary vein divided and subdivided the same as the pulmonary artery which it accompanies, the purpose of which is to carry the purified blood back toward the heart; one large bronchial artery, divided and sub-

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divided the same as the others, the purpose of which is to supply blood to the lung tissues for nourishment. If it takes five lobes, each working full time, to aerate or oxygenize the blood of the body, any obstruction such as the loss of one lobe in the general scheme will be followed by the slowing up of the entire circulation of blood in the body.

In my first lecture I explained that blood was really a tissue. When any tissues of the body is interfered with some kind of a change is bound to be made in its form of makeup. What happens in this case is that white fibrinous deposits occur from the slowing blood stream and these deposits are in layers so that the longer the condition exists in the lungs the more layers of the deposit we find. These clots or deposits are in the subclavian, innominate and carotid arteries, sometimes extending far enough in the carotid arteries to be found in the internal and external branches. If the clots become larger as the pneumonia continues in unabated form the patient finally dies, with the clots occupying the greater portion of the diameter of the arteries mentioned.

About this time the embalmer comes along and injects his fluid in the axillary artery. He finds a very good circulation of his fluid in the lower limbs and in the abdomen, but the discoloration in the face (of blood origin) is not being moved by the fluid. Later on he finds that the firmness which he is to expect from the presence of his fluid in the face is missing. In a case of this kind there is only one thing to do and that is to do the obvious; "raise the common carotid arteries, open them and remove the clots and then give the head a special injection." If you will operate in that way; you will find that the discoloration complained of will be displaced and that you can get good drainage from the internal jugular vein to take the intense pressure from the blood vessels of the head. These clots will depend in thickness on the duration of the lobar pneumonia before death and to some extent upon the same cause as to the length. In no case will these clots be found to adhere to the walls of the blood vessels and in every case can they be removed bodily from the vessels they are obstructing, and the injection can be made, and the circulation obtained. In no case that has come under my observation has this form of procedure failed to secure the proper kind of a circulation after the discovery of the lack of fluid to the head and face. I believe you will agree with me when I state that proceeding in this way is to proceed correctly and after due consideration of causes and affects—the correct way in conditions of this kind.

A CORRECTION

R. U. Stone, Toronto, writes the editor, calling attention to a misstatement of fact concerning his business in our last issue re the installation of a crematory in his establishment. "As I do not wish anyone connected with the undertaking business," says Mr. Stone, "to be under the impression that I would make a bluff or misstatement I would sincerely ask that you make another item in the coming issue, correcting this item." This we are glad to do.

PROFESSIONAL NOTES

A. B. Greer & Son, manufacturers of funeral cars, London, Ont., have been appointed to the Ford agency in that city.

Mrs. W. G. Stoddart, widow of one of the earliest and most prominent undertakers in Canada, died at Toronto, on December 16. She was the mother of W. G. Stoddart, Cornwall, and M. J. Stoddart, Woodville, both of them prominent Ontario undertakers, the latter of whom succeeded to his father's business. Interment took place at Woodville.

Belair and Poirier, undertakers, Montreal, have been registered.

ECKARDT HOMESTEAD AT UNIONVILLE

This substantial pioneer house was built at Unionville, Ont., by Philip Eckardt, former president and general manager of the National Casket Co., Toronto. It is said to be the oldest log house of similar dimensions in the Dominion. It was built 124 years ago, and is still occupied. Some of the logs are 30 to 36 inches in diameter, and show few signs of disintegration. The builder, Philip Eckardt, constructed the first saw mills and grist mills in Ontario, in 1792, about three miles west of Unionville. It is interesting to note, as a testimony to the comfort of this log home, that its occupants, numbering thirteen, took first prize at a 1912 political picnic as the "heaviest family attending the event."



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SEMMENS & EVEL CASKET CO.
Hamilton, Ont.
GIRARD & GODIN
Three Rivers, Que.
JAS. S. ELLIOTT & SON
Prescott, Ont.
CHRISTIE BROS.
Amherst, N.S.



Larger Bottles filled up with water

Egyptian Chemical Co. Boston, U.S.A

Champion Fluid

Champion Fluid
Made in Canada from
Canadian Chemicals

Order direct from us
or
from your Jobber

Accept no
Substitute



100% Pure Chemicals

Every 16 oz. bottle of Champion Embalming Fluid is 100% pure. The richest and purest compound that will remain in solution.

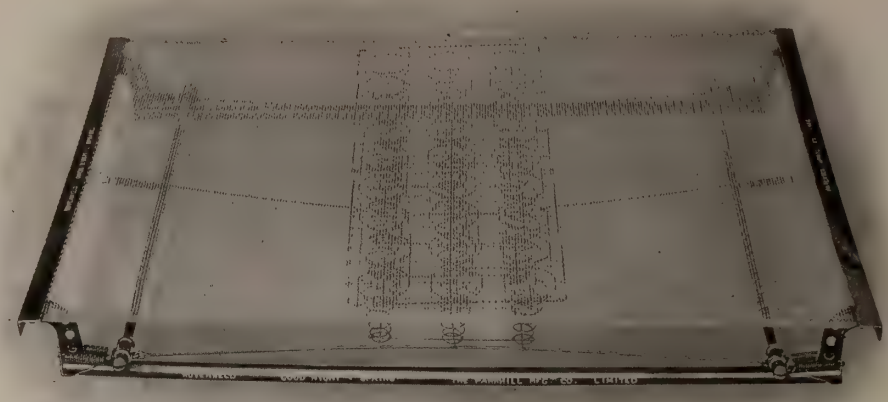
War conditions have greatly increased the cost of fluid ingredients, tempting fluid manufacturers to use cheaper and inefficient substitutes, but **Champion Quality** will be maintained, no matter what the cost.

ALWAYS BEWARE THE CHEAP FLUID, BUT ESPECIALLY SO NOW

Champion for Uniformity, Purity, Dependability. It's Worth the Price.

DR. G. W. FERGUSON, CANADIAN MANAGER

The Champion Chemical Co. : Springfield, Ohio



Our New "GOOD NIGHT" Spring

(Patented)

"Wovenweld" Construction

(Patents Pending)

Upsets, and supersedes, all previous ideas in Woven Wire Springs

In limited space, we can only touch on two features of this **revolutionary Spring.**

"Good Night" construction consists of three rows of coils under the centre of the fabric, supported by strong wires attached to end helicals, the latter fastened to cross rods that rest on the side rails of the bed at each end. The side tubes of the spring do not rest **directly** on the bed—**here is a particularly revolutionary feature**—but are **suspended** by eight helical springs attached to these cross rods.

This unique form of construction gives great buoyancy and strength, and the closest resemblance to "sleeping on air" that has yet been invented. **Sagging is impossible.**

The new electric welding process—described by the copyrighted name "Wovenweld"—welds the patented binding—**itself a unique feature**—at the ends of the woven wire fabric, solidly unto the end angle irons. This greatly reinforces and strengthens the latter. It ensures vermin-proof construction and strong, even tension. The top **surface of this spring is smooth as a board.**

Ordinary methods of construction either weaken the end angle irons by punching holes for the necessary hooks by which the fabric is attached thereto, or hold the fabric between angle irons rivetted together. Both methods result in rough unsightly appearance and uneven tension.

A folder describing this spring will be issued early in the year, enlarging on these features. **Order now for New Year's business.**

The Parkhill Manufacturing Co., Limited

Successors to

The Alaska Feather and Down Co., Limited

Makers of High-Grade Metal Bedsteads, Springs, Steel Couches and Sanitary Bedding.

MONTREAL

"Alaska on an article means high-grade every particle"

GUARANTEED ALASKA BEDDING

TRADE MARK REGISTERED

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

Published by the Commercial Press, Limited, 32 Colborne Street, Toronto



Buffet No. 6111 William and Mary

¶ This buffet, because of its distinctive appearance, correctness in design, and beauty of finish, is a salable and most attractive piece to feature on your floor.

THE GEORGE McLAGAN FURNITURE CO.
STRATFORD LIMITED ONTARIO

ORDER NOW

Quality and Prices Right

Living-Room Furniture; Big Upholstered Chairs and Rockers, in Leather or Tapestry; Morris Chairs; Fancy Rockers; Smokers' Stands; Cellarettes and Magazine Stands, etc., etc.

If our traveller has not been around your way lately, let us know, and he will call. Or we shall be glad to send illustrations, samples of upholstering, prices, etc., by mail.

To ensure prompt shipment and early de ery———

ORDER NOW

JOHN C. MUNDELL & CO., LIMITED

Furniture Makers

ELORA ONTARIO

Tennessee Cedar Chests

Absolutely moth-proof. Made in three popular sizes. Best copper trimmings used throughout. We can make immediate shipment.



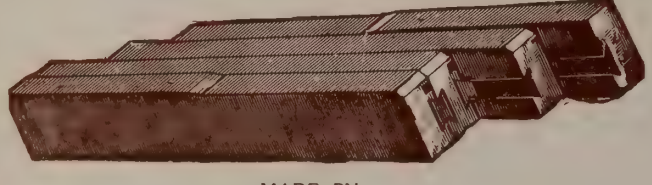
Mahogany Finished, Made in Three Sizes.

Every Woman Wants One

Their handsome appearance and great utility make them favorites with all. The price will enable you to make a good profit.

D. L. SHAFER & COMPANY, ST. THOMAS, ONTARIO

THE WABASH SLIDE



MADE BY

B. WALTER & CO., WABASH, IND.

The Largest EXCLUSIVE TABLE SLIDE Manufacturers in America.

SLIDE making a SPECIALTY BUSINESS

Because of our SPECIAL EQUIPMENT we can make SLIDES BETTER and CHEAPER than the furniture manufacturer who makes a dozen articles.

Many of THE BEST CANADIAN TABLE MAKERS are using WABASH SLIDES.

WHY ? Because we make a better slide at a lower cost.

DEALERS—INSIST on WABASH SLIDES

MADE IN STRATFORD CANADA

DIRECTORY

Geo. McLagan Furniture Co.
Limited
Medium and High Grade Dining Room, Parlor, Hall and Library Furniture.

Farquharson-Gifford Co., Ltd.
Specialists in Revolving Seat Davenport Beds, and Living Room Furniture.

Stratford Chair Co., Limited
Diners, Rockers, Bedroom Chairs, Office, Den and Library Chairs, Children's Chairs. Buffets and Extension Tables. Dressers and Stands, Chiffoniers.

The Kindel Bed Co. Limited
Davenport Beds.
Living Room Furniture.

Globe-Wernicke Co., Limited
Globe-Wernicke Sectional Bookcases. Globe-Wernicke Filing Cabinets, Filing Cabinet Supplies, Stationers' Goods.

Imperial Rattan Co., Limited
Upholstered Reed and Willow Furniture of every description. Upholstered Living Room Furniture and Chesterfields, "Old Hickory" Rustic and Garden Furniture.

Classic Furniture Limited.
High Grade Bedroom Furniture in Mahogany, American Walnut and Quartered Oak.

Stratford Manufacturing Co.
Limited
Kitchen Cabinets, Bake Boards, Ironing Boards, Clothes Racks, Step Ladders, Lawn Swings, Park and Verandah Seats, Camp Furniture, Assembly Room Seats, Canvas Cots and Chairs, Folding Chairs and Tables

Stratford Bed Co., Limited
Brass Beds and Costumiers.
Brass Fire Place Rails.

Stratford Desk, Limited
Office Furniture.

We Thank You

We wish to thank the many dealers who visited the Stratford Furniture Exhibition in January for the interest shown in coming to look over our many new designs for the coming season.

To those who were unable to attend, we would like to remind you of the fact that we are prepared as never before to meet your requirements for *good furniture.*

Good Service is a principle carefully observed by Stratford Furniture Manufacturers, and our shipping facilities are unrivalled.

Write us for particulars of our new lines.

Stratford Furniture Manufacturers

The Colleran Line of Woven Wire Springs, Couches and Divans

in wood or steel frames

The highest standard in material and workmanship is being maintained, which insures our unrestricted guarantee; "And better still, a Satisfied Customer."

Undoubtedly the Neatest and the Best.

All dealers should have samples of our line on their floor or display racks. If you have not, Mr. Dealer, let us send you a sample order, when you will have something you can highly recommend.

Catalogue and Price List on application.

COLLERAN SPRING BED COMPANY, LIMITED

45 TO 57 HAYTER STREET, TORONTO

LOOK FOR THE LABEL



The above cut is a facsimile of the label on the face of each light of our

COPPER PLATED MIRRORS

The dealer who insists on these *Mirror Plates* in his furniture has a positive guarantee against re-silvering troubles.

Manufactured by

PHILLIPS MANUFACTURING CO., LIMITED

258 to 326 CARLAW AVENUE **TORONTO, ONTARIO**

MADE IN STRATFORD CANADA

Individuality

The Dealer desiring to build his business on quality and not quantity, to make customers and not to lose them, will fully appreciate the individuality of Stratford Chairs.

Stratford Chairs are made as chairs should be made, with the idea of permanency. They are profit makers to the dealer, give permanent satisfaction to the customer, and sell at a moderate price.

The simplicity and pleasing designs in which our chairs are made give them beauty, comfort and dignity, that perfectly harmonize with any interior surroundings. You want to know more about them. Drop us a card and let us tell you.

The Stratford Chair Company Limited

Stratford, Ontario



No. 1658—5

These diners shown here are real good sellers and should be on your floor.



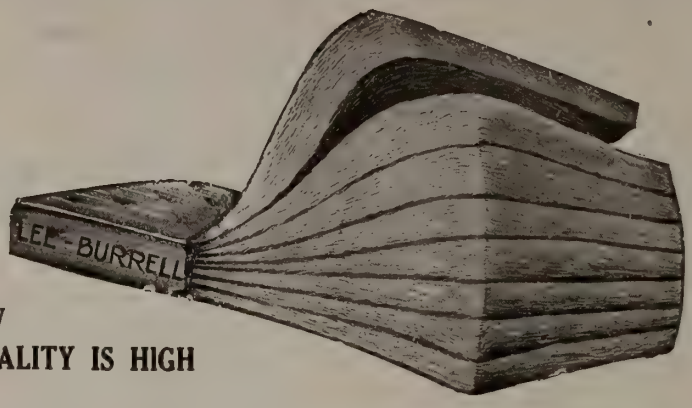
No. 1658—1

If You Want Satisfied Customers Recommend the Hygienic Line Mattresses

THEY'RE GUARANTEED

and they are the kind that carry a good margin of profit

THE PRICE IS LOW BUT THE QUALITY IS HIGH



Felt Mattresses

LEE-BURRELL, REX, REGENT and INVICTUS

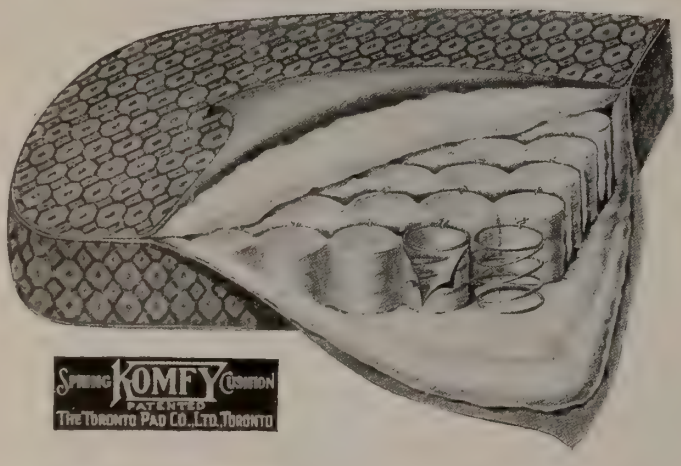
at four popular prices

Place a trial order or send for further particulars—write to-day

THE STANDARD BEDDING COMPANY

27-29 Davies Avenue Sole Manufacturers and Distributors Toronto, Ontario

A Feature of the Fischman "Komfy" Mattress



is the little coil springs which are contained in strong cotton pockets (see illustration) scientifically arranged in rows, each row being wrapped in finest cotton felt, making it impossible for the springs to touch one another and tear the pockets by friction, and thereby making it the only noiseless spring mattress built.

There are 840 springs with cotton felt layers on top and bottom; each spring acts independently, thus allowing the mattress to automatically adapt itself to the contour of the body, ensuring the utmost in comfort and repose.

This mattress has been subjected to the severe test of bearing a ton weight for two weeks, leaving it absolutely unaffected. Utterly impossible for anything but the tick to wear, and that can be renewed, making the mattress a new one again. What better proposition could you offer to your customers? Link up with the "Uneeda" Line now. Write us for full information.

UNEEDA MATTRESS COMPANY, LIMITED

18a PINE AVE., W. MONTREAL, P.Q.

MADE IN STRATFORD CANADA



There is a distinct individuality about

"Old Hickory"
Furniture

for Verandah and Garden uses

All of our rustic summer houses, lawn seats, settees, couch swings, etc., are constructed from young sassafras poles, with the bark still covering them, giving a beautiful rustic effect.

"Old Hickory" is increasing in demand.

A copy of our new catalogue is yours for the asking. Get it now and order early.

Imperial Rattan Co.
Stratford Limited Ontario

Mr. Furniture Dealer:

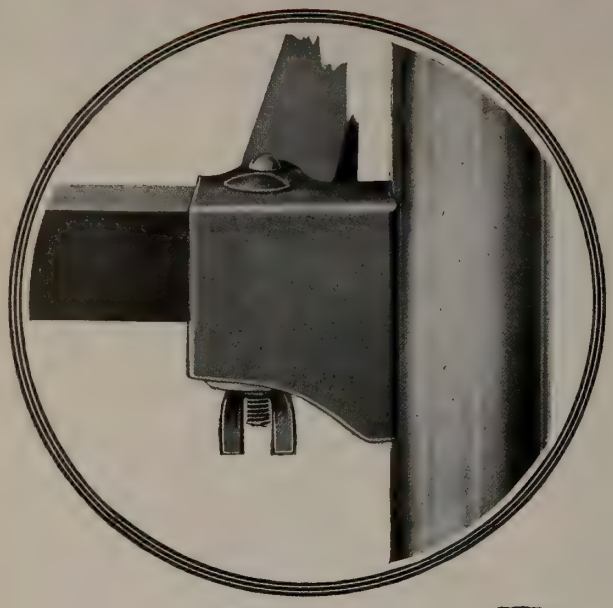
Are you getting and reading The Canadian Furniture World and Undertaker regularly? If not send $1.00 to address below, and the paper will come to you, postpaid, each month.

The Commercial Press, Limited
32 Colborne St., Toronto

CANADIAN MERSEREAU CO.

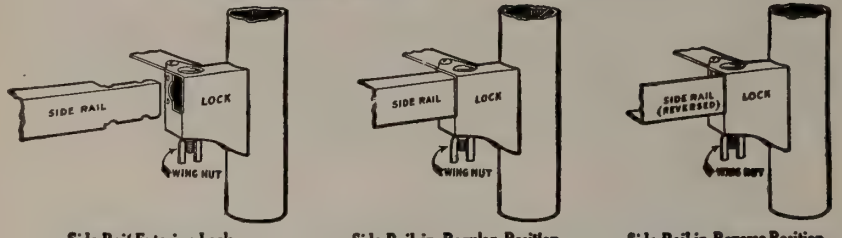
LIMITED

TORONTO ONTARIO



Triumph in Stamped Steel Efficiency

Ten to twenty pounds lighter.
Permanently true and rigid.
"UNBREAKABLE"



Side Rail Entering Lock | Side Rail in Regular Position | Side Rail in Reverse Position

Mersereau Beds with steel construction are set up and taken down in a minute.

Can be used in either regular or reverse positions.

NO HAMMERING

MERSEREAU BEDS OF QUALITY

They're good, steady sellers and will reap you good profits.

The bed illustrated may be had in any of the following finishes:
Satin, Bright, Polet, or our new ribbon effect.

A word from you will bring particulars of the complete line.



CANADIAN MERSEREAU COMPANY
LIMITED

81 Florence Street

TORONTO
CANADA

The MEAFORD Line Claims Attraction

In Birch Lumber, Mahogany, Walnut, Ivory or White—this fills the requirements of a good, medium-priced Bed Room Suite felt by every dealer.



The Meaford Line comprises most attractive Bed Room Suites, Dining Room pieces, odd and matched Den and Library pieces, Centre Tables, Jardiniere Stands, Medicine Cabinets, Music Cabinets, Hall Racks, Seats and Mirrors.





If our traveller is not calling regularly, write us, we want every account looked after.

The
Meaford Manufacturing Company
Limited
Meaford, - Ontario

EASY FOR A WOMAN TO MOVE AROUND



The housewife can handle this mattress with ease. It is much lighter than ordinary mattresses of similar size. It is filled with

KAPOK

THE QUEEN OF BEDDING MATERIAL

Perhaps you don't realize the difference between Kapok and other mattress fillers. If that is the case,

Write for our Booklet

The booklet will tell you all about the distinctive qualities of Kapok and will explain just how it is superior to all other materials in all the essentials of a mattress filler. *Purity*, *Softness*, Lightness, Strength, Elasticity and Durability.

Write for the booklet to-day. It will put you in touch with the line that is a sure, quick seller, with which each purchaser remains completely satisfied

The Canadian Feather and Mattress Co., Limited

Toronto Canada

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited

Owen Sound Ontario

Manufacturers of Medium and High Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



20 Maud Street TORONTO



Orders may still be placed for late spring delivery. Our gross-lot order offer is very interesting. Ask us about it.

A Leading Seller

A lightweight folding table has so many advantageous talking-points that it requires little effort on your part to convince your women customers that they need one or more. Usually our advertising has completely sold them on the convenience of the

ELITE FOLDING TABLE

That is one of the chief reasons why this table is a leading seller with nearly all furniture men. Then, too, it's a profitable line to handle, and one that takes up little floor space.

Hourd & Co., Limited *Sole Licensees and Manufacturers* **Dept. 'W' LONDON**

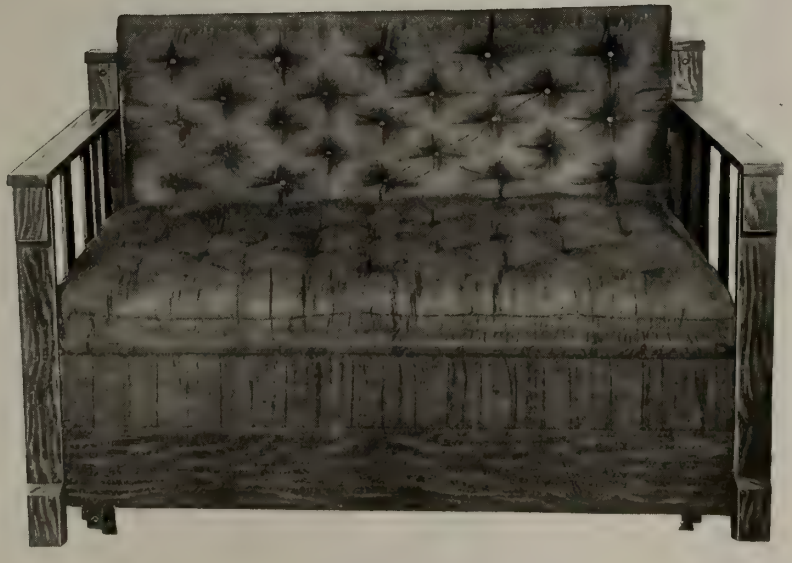
THE GOLD MEDAL LINE

Davenports *and* Divanettes

The increasing demand for Bed Davenports has encouraged us to present these two new styles. We have already booked orders for a large number of these, and have no hesitation in recommending them for a staple part of every furniture stock.



No. 774
Davenport—open



No. 775
Divanette—closed

THE GOLD MEDAL FURNITURE MFG. COMPANY
Limited

TORONTO MONTREAL WINNIPEG UXBRIDGE

Head Office: Van Horne St., Toronto

Toronto Furniture Company Limited

Toronto, Canada

Popular Priced

High Grade

Correct Period Furniture

Dining Room and Bed Room

DU PONT FABRIKOID

REG. U. S. PAT. OFF.

CRAFTSMAN QUALITY

FOR UPHOLSTERY

PREVALENT conditions in the leather markets make to-day the opportune time for adopting CRAFTSMAN QUALITY FABRIKOID. Such adoption assures an ample supply of covering material of uniform quality. Adopting CRAFTSMAN QUALITY FABRIKOID is not an experimental procedure. Thousands of yards are now on many well-known upholsterers' divans, couches, library and theatre chairs. CRAFTSMAN QUALITY FABRIKOID is distinctive in appearance, impressive to the customer, and is superior in service to much of the so-called leather available to-day.

Upholsterers who have adopted CRAFTSMAN QUALITY FABRIKOID are increasing their orders and using it to displace the costlier but poorer quality of leather.

ASK FOR SAMPLES OF CRAFTSMAN QUALITY FABRIKOID. WRITE TO-DAY

Du Pont Fabrikoid Co.

Wilmington, Del.
Toronto, Ont.

FACTORIES: Newburgh, N.Y. Fairfield, Conn. Toronto, Ont.

CRAFTSMAN QUALITY U-2 GRAIN MOORISH FINISH



Upholstered Living Room Furniture

This piece is our No. 2004 upholstered arm chair, with tapestry over spring seat, and made in quartered oak, with rocker to match.

With this line on your floor, it will help greatly in handling the medium and better class of trade, and profitably add very materially to your business.

Write for copy of our catalogue and prices

THE NORTH AMERICAN BENT CHAIR CO.
LIMITED
OWEN SOUND, ONTARIO



Remember

our Permanent Wholesale Showrooms at

136-140 King St. East, Toronto

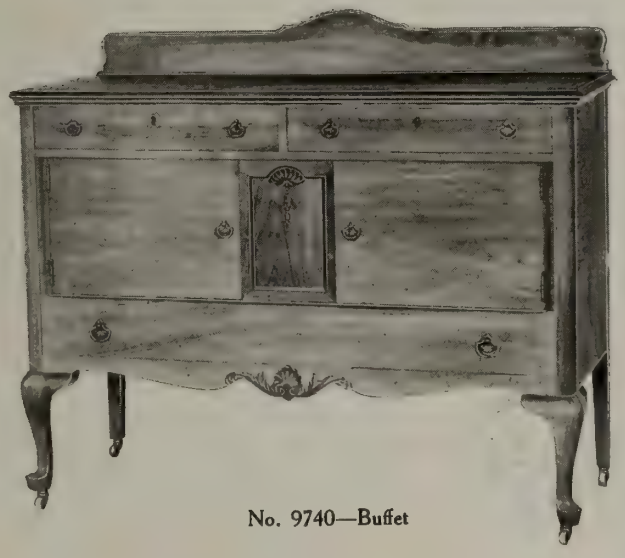
are open all the year around and afford the dealer with a prospective customer every opportunity to make a sale.

When in Toronto make our Showrooms your headquarters.

Suites of Real Character for the Dining Room

About the most marked tendency today is the growing response to good design—a fact that makes it doubly imperative that you should keep a representative selection of C.F.M. new ***Queen Anne Designs*** *always on your floor.*

The C. F. M. line is reliable, handsome and different in design—although thoroughly authentic, of excellent workmanship and superb finish, so that from every viewpoint our products create a customer's desire and you make a sale. Link up with this line now and have us send you prices.



No. 9740—Buffet

FACTORIES :
WOODSTOCK
KITCHENER
WATERLOO
SEAFORTH

CANADA FURNITURE MANUFACTURERS LIMITED

GENERAL OFFICES : WOODSTOCK, ONT.

WHOLESALE SHOWROOMS : TORONTO WINNIPEG

FACTORIES :
WINGHAM
WALKERTON
WIARTON

Mr. Dealer:

A Weis-Knechtel Filing Cabinet or Desk will keep your business records in order and instantly available.



Compartment L, Letter Size

Contains three Legal Blank or Electrotype Drawers. Inside dimensions 1⅛ in. high, 11 in. wide, 22 in. deep, with removable partition.

Drawer C, Letter Size

For 3x5 cards. Two compartments. Total capacity over 4,500 cards. Equipped with Steel Follow Blocks.

Drawer D, Letter Size

For 4x6 cards. Two compartments. Total capacity over 4,500 cards. Equipped with Steel Follow Blocks.

Drawer E, Letter Size

For Cancelled Checks. Inside dimensions 4⅛ in. high, 9⅛ in. wide, 22¾ in. deep. Steel Follow Block and Removable Rod.

Drawer B, Letter Size

Two Compartment Document or Voucher File. Inside each compartment 10 in. high, 5⅞ in. wide, 22¾ in. deep. Equipped with Follow Blocks.

Drawer A, Letter Size

Capacity 5,000 letters. Inside dimensions, 10 in. high, 12⅛ in. wide, 22¾ in. deep. Equipped with Follow Block.



Locating instantly "that invoice" or "letter" is one of the many useful things that a W-K cabinet will do. Also, it will take care of a mailing list or your ledger accounts just as carefully and easily.

Get a W-K filing cabinet, so that you can look up in a moment the invoice or correspondence concerning any piece of furniture in your store. So that any sale, no matter how far back, may be referred to at a moment's notice.

Send for our booklet "Filing Suggestions," and let it tell you how to instal a proper filing system, that will systematize and regulate your business.

THE KNECHTEL FURNITURE CO. LIMITED

HANOVER ONTARIO

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

D. O. McKINNON
GENERAL MANAGER

JAMES O'HAGAN
W. L. EDMONDS
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States,

Make the Most of February Furniture Sale

A good opportunity for maintaining sales figures and for clearing the decks for spring business.

By Wm. J. BRYANS

EVERY furniture man should make the most of his opportunities during February, by maintaining aggressiveness in going after sales during this month. At one time February was looked forward to as a quiet period by the majority of merchants, and the consequent listlessness that took place, really make it a dull month for business.

How February Sales Developed

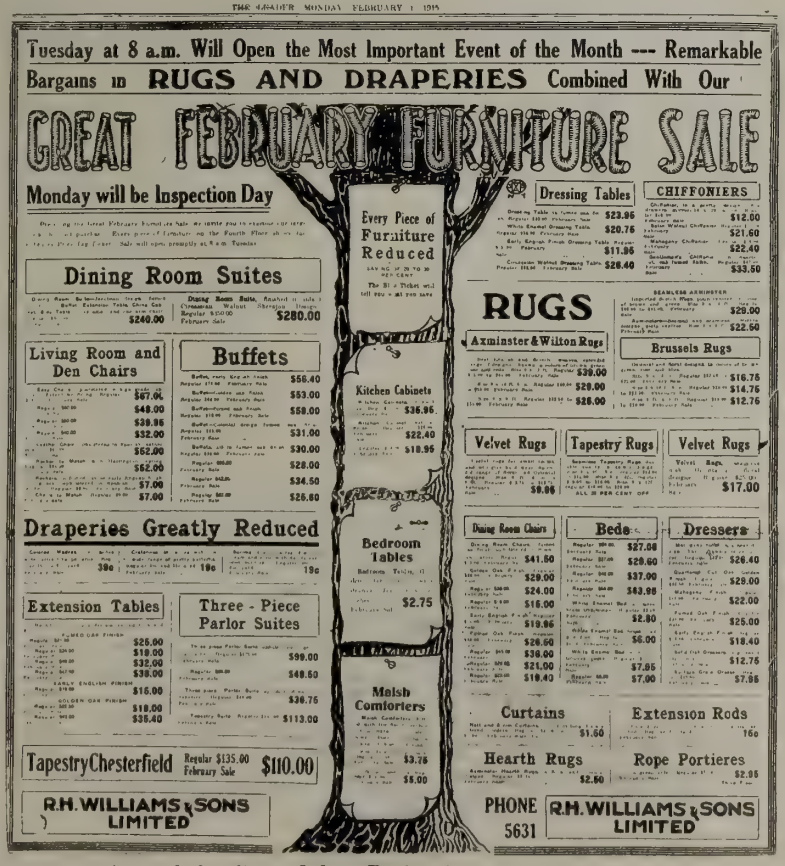
Such an attitude on the part of the dealer was extremely bad business, for to expect trade quietness is to invite it. However, it was realized by the more aggressive of dealers that the only way to combat this tendency to quietude was to maintain selling effort, going after business strongly by both window and advertising. In this way developed the February Furniture Sales that have made the second month of the year a good one in point of sales for many stores, in addition to presenting an opportunity for clearing the decks in readiness for spring business.

Advertising is Fire Under Business Boiler

It behooves every dealer to keep a full head of steam in the business machine during February, and one of the best means at hand for producing steam is the liberal use of advertising space, for advertising can rightly be described as the fire on the business boiler. It costs money to keep this fire burning, it is true, but the experiences of readers of The Furniture World has been that the expenditure of money for this purpose is a good investment.

A Sample Ad.

It is advisable to use as big space as possible to give publicity to the February Furniture Sale—space that will impress on readers that the sale is something special—and space that will allow treatment of offerings in a proper manner. We reproduce a February Sale ad. used by R. H. Williams & Sons, Limited, of Regina, Sask., that will offer some suggestions to readers for the preparation of their ads. The layout of this ad. is very good as is also the treatment of the various lines. The ad. might have been improved by more descriptive matter for some of the lines and the use of a few appropriate cuts.



A sample furniture ad. from Regina that will offer suggestions.

Feature One Line Specially

A plan that we would suggest for readers for the February Furniture Sale is to feature one line especially, during the month. Take beds and bedding, for instance, and make a big drive on this line, impressing customers with the fact that you are specializing on it. Or such featuring might be done during one week of the month only, attention being given to this particular line in display and advertising.

Practical Methods Used by Other Furniture Dealers

Ideas and plans that other Canadian furniture men have found useful in promoting trade.

By A STAFF EDITOR

IN conducting their February Furniture Sale, R. H. Williams & Sons, Limited, of Regina, Sask., held an "Inspection Day," on the day before the sale opened, during which the public were invited to inspect the goods on display, but not to purchase. The idea was to impress on the people that they were under no obligation whatever to buy—that they were invited to merely come in and look around. Naturally, many people who did this would see lines they would like. They could not buy them that day, however—they had to wait until the sale opened next day.

USE THE PILLARS FOR DISPLAY

Zoelliner & Son, who have a large store at Prince Albert, Sask., make use of the pillars on the second floor by having rods running out from them, on which curtains are displayed.

Dealers should make use of all possible methods of this kind to utilize waste space and also show goods to advantage. For instance, a bare wall can be used by a large show card directing attention to the store's policy or special offerings, or if the dealer has not a picture department he might put in this line and show samples on such an open wall.

GOOD WINDOW FEATURE USED BY TORONTO FURNITURE STORE

A central feature that has been found valuable in attracting the attention of those passing the store, by the Adams Furniture Company, of Toronto, is that wherein people are advocated, "Not to blow their money away."

The idea has been used by them before and was such an attraction that they tried it again just previous to Xmas. Other dealers should find it worth trying.

Dollar bills are attached to a holder by strings, and a strong breeze from an electric fan keeps them in motion, as if they were blowing away. The show card reads something along this line:

WE'RE NOT BLOWING OUR MONEY AWAY
—NEITHER SHOULD YOU.

It then goes on to point out the offerings of the store at reasonable prices. Many coins are generally scattered over the window floor.

GETTING ACQUAINTED WITH PARENTS THROUGH CHILDREN

During the Christmas selling season, the first floor and basement of the furniture building of the T. Eaton Company, of Toronto, was used by that firm for their Toyland. One of the reasons that prompted them to make use of the building for this purpose was to get the public familiar with it. As it is separate from the main store, one of the difficulties has been to get people in the habit of visiting it as they do other parts of the store. By placing the toys there it brought parents there with their children.

That children are a big factor in linking parents to the store is recognized by H. F. G. Dreyer, who was in the furniture and hardware business at Blind River, Ont., until his store was destroyed by fire last year. He has since bought out a business in Havelock, and in order to bring people to the store so as to get acquainted with them, he held a big reception day for children, on which every child visiting the store was given some small present. This was well advertised and there was a big attendance on that day, and naturally many parents accompanied the children.

HOW FIREPLACE WAS ARRANGED IN LIVING ROOM FURNITURE DISPLAY

A Montreal furniture house in showing living room furniture, in order to make the setting as appropriate and attractive as possible, arranged a model room with a fireplace in one corner. To get effect of a burning fire, the grate was raised about three inches to allow room for an electric fan which was placed flat on the floor, then two lamps were placed inside the grate and just above this were fastened several strips of red crepe paper. The fan kept these strips moving. Large pieces of coal were placed around the inside in order to conceal the lamps, and only the rays of light showed up through the red paper.

The idea is one that could be used to advantage by other dealers.

CASHING IN ON EVENTS OF INTEREST

Dealers should take full advantage of items of local or national interest to promote sales. For instance, when the writer was in Ottawa a couple of months ago, a Better Babies Week was being held, and as mothers were all deeply interested in the topics being discussed, a local store took advantage of that interest by featuring baby carriages, cradles and other baby necessities carried in stock.

Valentine Day is not far off. Why not take advantage of this special occasion of interest to show baby needs in one of your show windows, with a card reading, "Make Your Baby Your Valentine. Here are same Valentine Gifts for it."



Method used by A. G. Washington, of Swift Current, Sask., to display rugs effectively.

ADS. ARE SHOWN IN THE STORE

A Winnipeg dealer clips copies of his advertisements in the local paper and inserts them in glass-front frames, which are placed about the store where customers will see them.

Splendid Furniture Showings at January Exhibitions

Samples of furniture on display were of a very fine order—Many strictly new lines were shown—Period styles continue very prominent.

THE Canadian Furniture Shows of 1917, were of a fairly good order considering the conditions under which manufacturers are operating at the present time. Many of the manufacturers made showings of a fine order and a feature was the number of strictly new lines that were on display, indicating the development that is taking place in furniture manufacturing in Canada. The attendance was not up to the high standards attained in some of the years gone by, but both buyers and manufacturers were apparently satisfied with the results from their respective standpoints.

Canadian Industry Steadily Advancing

That the Canadian furniture industry is steadily advancing was shown by a close study of exhibits in comparison with past showings, while it was evident that a high quality of furniture is gradually being demanded. Period designs continue to be very strong and figure prominently in the samples of practically every manufacturer. The showing of novelty lines was very good this year, too.

It is to be regretted that a larger number of the smaller dealers do not attend the furniture exhibitions in larger numbers than they do. Some of them seem to think that furniture exhibitions are for the special benefit of the larger dealers. Never were they farther astray.

As far as placing orders is concerned it is natural that more should be expected from the larger than from the smaller dealers. But it should be remembered that the first and foremost object in holding an exhibition is not the immediate orders that result therefrom. The first and foremost object is to give retailers an object lesson in regard to the latest creations in styles and designs of furniture. This lesson is just as much for the small dealer as it is for the large one.

That orders will follow is naturally the expectation of exhibitors. If there was not this expectation there would, of course, be no exhibition. Consequently dealers are welcomed by exhibitors whether they place orders or not.

Dealers should bear in mind that furniture exhibitions afford an opportunity of studying designs and styles such as could scarcely be obtained in any other way.

Some Splendid Exhibits at Stratford

STRATFORD was again to the front this year in its excellent showing of furniture, made during its annual exhibition from January 10 to 20. As last year the exhibits were made by each company in their own factories. A new convenience to visitors in getting about to see the various exhibits was provided by the exhibitors in the shape of a closed cab. which was at the disposal of retailers for carrying them from factory to factory. This conveyance also met visitors at the stations on their arrival.

A feature of the Stratford exhibits were the number of strictly new lines shown, indicating the advance that has been made by the furniture manufacturers of this centre during the past twelve months.

George McLagan Furniture Company—The display of this company occupied the whole of the fourth floor of their factory, where they made an elaborate display of exclusively new goods. Jacobean dining room furniture, which has attracted much attention in the past, has been followed up by some attractive samples of William and Mary, Queen Anne and Adams designs. These come in a variety of woods, but walnut has been given a good deal of prominence. This company showed new period designs not only in dining suites, but also in tables, buffets, china cabinets, dinner wagons, etc. In library furniture this company displayed a big variety of samples, including all styles, designs and finishes. Showing comprised reading tables and sectional bookcases, pedestals, lamp stands, racks and writing tables.

The exhibit of this firm included a handsome line of hall furniture. While in parlor stuff they showed a wide range of tables in mahogany and oak, for all needs and at all prices.

Bedroom suites were shown principally of mahogany and walnut, in Adams, Queen Anne, and William and Mary designs. The exhibit also included a new complete set of dining room furniture made in mahogany. Diningroom goods were also shown in walnut, of colonial design. The whole exhibit was a most elaborate and striking one, and received a good deal of comment from visiting buyers.

The Farquharson-Gifford Company—This company made a very fine showing in their factory show rooms of their Chesterfields, davenports, divanettes, easy chairs, rockers and couches. These were all shown in a large variety of designs and styles, with both tapestry and leather coverings. Living-room upholstered furniture was one of the prominent lines shown, and in both suites and individual items the articles shown were of very high quality.

The H. E. Furniture Company, of Milverton. This company had a very tasty showing of their goods in the Farquharson-Gifford Building. One of the features was a new style kitchen cabinet in a new steel gray finish, with the various other features of value to the housewife, that have made their kitchen cabinets a good selling line. A feature of their new cabinet is a porcelain top which can be pulled out, which gives an extension to the working surface. In addition to their kitchen cabinets this company displayed fancy utility boxes, etc.

Imperial Rattan Company—This company displayed their new attractive line of hickory furniture to good

effect. One of the outstanding features that attracted much attention was a new bedroom suite made in rattan. Electric lamps extensively used gave a flood of light over the entire floor while the pillars were decorated with artificial flowers on lattice work, giving a very artistic setting to the whole display. Staple lines were shown including lamp stands, work stands, tables, chairs, rockers, etc. These were shown in willow, reed and wicker. A good display of livingroom chairs and rockers was also shown.

This company in addition to conducting one of the most attractive displays in the city, gave a luncheon to the furniture visitors every day during the exhibition a feature that was very much appreciated by visiting retailers.

The Stratford Manufacturing Company—Another good display in the Imperial Rattan Building was that made by the Stratford Manufacturing Company. They showed lawn swings, canvas camp stools and canvas back chairs, folding canvas cots and reclining chairs. These are all big selling lines during the spring and summer and as this trade is increasing from year to year retailers showed a great deal of interest in this display. Slat lawn and park seats are a big line with this company.

The Stratford Chair Company—This company had a very fine showing of their lines in their own factory. They are going after bedroom suites strong, and showed some very attractive new lines in white, gum and mahogany. Some very attractive lines in bedroom furniture are being shown by this company, as well as dining room suites in William and Mary, and Queen Anne designs. They also showed an extensive range of diners, rockers and livingroom chairs.

C. P. Gelinas, of Three Rivers, Quebec, had a display in the Imperial Rattan Building of their Jumbo rockers and heavy verandah furniture.

Stratford Bed Company occupied space with the Stratford Chair Co., and displayed samples of their latest designs, both in satin and polet finishes.

Kindel Bed Company—The line that was played up strongly by this company this year, was their new Kroehler kodav — the one that has the largest mattress of any bed on the market. This feature was made a strong point of. The Kroehler kodav is also very easy to open up, so much so that it can almost be described as automatic.

Their new suites were also shown, comprising the bed with chairs and rockers to match. These are taking well, and are, like their other lines, built with beauty and comfort in mind. A full line of couches and easy chairs were also displayed.

What the Kitchener Factories Showed

ABOUT the same number of factories as last year had exhibits at Kitchener. Four firms made showings of their goods at the Queen Street Auditorium, while some of the other firms had displays at downtown points. Period furniture was much in evidence again this year, and some attractive samples were shown by Kitchener manufacturers.

Baetz Bros. & Co.—One of the outstanding displays in Kitchener was made by Baetz Bros. & Co., including complete living room and hall furniture suites with attractions such as grandfather clocks, in Jacobean and William and Mary designs, pedestals, tea wagons, etc.

One line that they are making quite a feature of is table desks, in William and Mary, and also Jacobean. The top of the table lifted, reveals a handy desk, all ready for use, and without danger of disarrangement of contents, the cover can be dropped back, giving a library table. The display was illuminated with their line of fancy lamps, giving a very attractive appearance.

In bedroom furniture, an attractive new suite was shown in Chinese chippendale, while another outstanding line was a Louis XVI, in ivory finish.

Worthy of comment in dining room furniture, was a William and Mary, in walnut, and an Adams design in mahogany, as well as one in Jacobean. Dining room furniture in the various periods was shown in oak, mahogany, circassian and walnut.

The Lippert Furniture Co.—This company made quite an extensive display of den furniture, living room furniture, diners, fancy odd chairs, automatic reclining chairs, bedroom chairs and rockers, at 111 King St., Kitchener.

Their showing of parlor furniture was a splendid one. A feature was made of Jacobean in medium oak, walnut, fumed and polished.

Geo. J. Lippert Table Co.—The display of this company included dining room tables, library tables, table lamps, pedestals and candlesticks. Library suites were shown in Jacobean and William and Mary. One outstanding suite was in Belgian grey, made in oak, of Chinese chippendale design.

H. Krug Furniture Company—This firm had a good showing of their lines in their permanent showrooms, including den and fancy furniture, and drawing room and hall furniture. Just now they are particularly strong in hall and fancy parlor tables, while they have a good line of period stuff. One splendid dining room suite in Louis XVI, was shown.

The D. Hibner Furniture Co.—New lines shown by this firm included dining room suites in William and Mary, shown in circassian, walnut and oak. Another feature was a new dining room suite in Sheridan design.

Their main line of sectional bookcases was also very much in evidence in mahogany, as well as new parlor and library tables in Jacobean design. They also showed card tables, hall seats and mirrors, living room furniture and couches.

J. Kreiner & Son—New showings of this company included secretaries and parlor tables in William and Mary, and Queen Anne designs.

They also showed a good line of bookcases, card tables and den furniture that was well worthy of inspection.

The following firms had displays of their goods in the Queen Street Auditorium, at Kitchener:

Berlin Office and Fixture Company—This company had a number of new showings of tables and desks in Jacobean, and William and Mary, as well as a display of their new line of bedroom suites in Queen Anne and Adams designs. These latter were shown in both walnut and mahogany.

Berlin Table Company—A very attractive showing

was made by this firm of their new high grade dining room suites in William and Mary and Queen Anne designs. Some very attractive samples were shown.

Lloyd Mfg. Co.—A good assortment of Lloyd's Princess baby carriages, as well as sulkies, were shown by this company, their slogan of, "Fit for the Child of a King," being emphasized. They showed a combination sleigh and carriage that attracted attention.

Geo. H. Hackborn Furniture Company—Their full line of living room furniture, parlor suites, couches, easy chairs and fancy rockers were shown by this company in a variety of designs and finishes.

De Luxe Upholstering Company—This firm had a display at 117 King St., where they showed their Chesterfields, arm and easy chairs.

Wunder Furniture Company—Dining room chairs in various designs and at a good range of prices are being strongly pushed by this company as well as hall furniture and parlor suites. Some new designs were shown in hall chairs, hall seats, racks and mirrors, while upholstered dining room chairs were much in evidence.

Writing desks and chairs to match, in all periods, as well as parlor suites in Jacobean and William and Mary were included.

Mandel Manufacturing Co.—A good display of Mandel Phonographs was made at Kitchener, by J. A. McLaughlin, the Canadian representative for this line, who pointed out to the visiting furniture men, the advantageous features of the Mandel. Strong emphasis is placed on the motor, which is a wonderful worm-driven double-spring power plant, made of the finest grade selected steel and brass, located between the motor board and sound chamber, where no dust can reach any of its parts to cause wear and interfere with its quiet operation. The combination reproducer and scientifically constructed tone arm, are also outstanding features of this machine.

A display of this line was also made at the Prince George Hotel, Toronto, during the week of Jan. 22.

Exhibits at Three Waterloo Factories

WELL arranged exhibits were made again this year by three Waterloo factories, and a number of new and attractive lines were presented to visitors.

Waterloo Furniture Co.—This company showed a new and attractive living room suite in Queen Anne design with cane trimmings as well as semi-upholstered living room pieces in William and Mary, made in solid walnut. A very classy sample of living room pieces in walnut were shown in Louis XVI.

Other features of their exhibit were new drawing room pieces in all periods: living room oak suites: overstuffed living room furniture and odd chairs and rockers.

They also showed four new lines of diners in mahogany and walnut, running to different periods in design. Parlor suites in mahogany were also included in the display.

Woeller Bolduc Co.—This firm is making a strong bid for the living room furniture trade, as was evidenced by their showing of this line. They are particularly strong in the stuffed all-over class. Their Chesterfields, rockers and arm chairs were admired by all who saw them because of their splendid appearance and comfortableness.

Their display included a showing of library tables and den suites.

Snyder Brothers—A large and varied showing of upholstered goods was made by this firm and the display was altogether a very attractive one. Their showroom walls were draped artistically with various tapestries to harmonize with the goods being shown, while the display was further improved by the use of silk shade lamps, which are also manufactured by this firm.

They showed a new five-piece parlor suite in colonial design, that was very attractive, while a new suite of verandah furniture is also worthy of note.

In addition they had a number of new samples of writing desks and tables in solid mahogany in both Queen Anne and William and Mary design, as well as a good range of typewriter, flat top and roll top desks.

CONVENTION OF ONTARIO FURNITURE DEALERS

THE Ontario Branch of the Retail Merchants Association of Canada are planning a convention of furniture men to be held in Toronto in February, to discuss merchandising and legislative matters pertaining to the trade in Ontario. Further particulars of this convention will be found elsewhere in this issue.

EXHIBITION AT HESPELER

The Hespeler Furniture Company, of Hespeler, Ont., made a splendid showing of their high-grade furniture in their permanent showrooms. Most conspicuous were their new bedroom suites in hand painted mahogany and ivory, and their copper shaded walnut suites. They also showed some high, light designs in walnut and mahogany. There was a breakfast suite in French grey enamel, and some attractive dining room suites in Queen Anne, William and Mary and Chinese Chippendale designs in walnut and mahogany. A fine showing of square and oval dining room tables was in evidence.

CANADA FURNITURE MANUFACTURERS EXHIBITED AT TORONTO

Canada Furniture Manufacturers, of Woodstock, Ont., made a splendid showing during January, at their permanent showrooms at 136-140 King St. E., Toronto. Their exhibit included some new high grade suites in Queen Anne design, made in walnut and a good showing of Louis XVI designs in bedroom, dining room and living room furniture.

Living room furniture was very extensively shown in mahogany, as were also library tables, while there were some fine showings of dining room furniture in walnut. They also featured hall furniture and reed goods.

One new and exclusive library suite shown, attracted a good deal of attention. It was made in reed with upholstered seats and backs. The suite which consisted of ten pieces, was in white ivory.

Business Suggestions for the Furniture Dealer

GENERALLY HAVE TO SELL TWO IN MAKING SALE

"The salesman generally has to sell two people in making a sale," stated a Toronto dealer to The Furniture World recently. This is a point that a good many salesmen neglect to consider and many sales are lost as a result.

"A woman, when she comes in to buy," he continued, "is generally accompanied by her husband or a friend, and the clerk who does not understand that he must sell both will have a hard time of it. The second one has come along as an adviser and if you do not sell her she will find fault with the goods, ask to see something else, and maybe wind up by declaring that they had better look elsewhere. But if you take her into the sale from the first, accord her a position as an authority, and simply ask her to agree with you, nine times out of ten she will do this."

TIME TO INVESTIGATE CUSTOMER'S CREDIT

The time to investigate a customer's credit standing is before the goods are delivered. It would be foolish to even mention this—for every dealer knows it—if it were not for the fact that this timely precaution is so readily overlooked. Just now when business is active and money plentiful there is a tendency to be lulled into insecurity by the pleasing sound of big figures. There may be times and conditions when a dealer may be pardoned for taking certain credit chances in order to do the desired volume of business, which, while not actually dangerous, could not be considered first-class credit sales. But those times and conditions are not now. With the demand so greatly in excess of the supply it is neither wise nor necessary to extend credit where there is a doubt.

PICTURE FRAMING AND UPHOLSTERING

Our facilities for picture framing and upholstering are second to none. We are prepared to carry out any kind of work at a reasonable price and give prompt delivery. No matter how large or how small the job may be, we will willingly give estimates. There is nothing in the picture or upholstering trade we are not capable of doing. Letter or 'phone enquiries will be promptly attended to.

SHERIDAN'S FURNITURE STORE
BROCKVILLE, ONT.

How Brockville firm uses small space to promote picture framing and upholstering.

SOMETHING TO LOAN

The store that does something for the public convenience, something to make itself useful to people whether they buy there or not, is going to secure more or less of their business ultimately. There are many things that people want occasionally, but that few can afford to own. And there are things one wants for an emergency. Having a few such things that can be borrowed without incurring any obligation will help make friends for the store. The things may range anywhere from a tally card punch to an automobile pump, preferably, however, bearing some relation to the business of the store. One store loans successfully a phonograph for dances, another a vacuum cleaner. It might pay to make a small charge for the use of the articles, but there is little or no money to be made by the renting and the free loaning produces a large return in good will.



Novel border used on ad. by Holman's, of Summerside, P.E.I.

"HOME LOVERS" RUG CLUB

The Ontario Furniture Co. Ltd., of London, Ont., have been using the Home Lovers plan to extend the sale of rugs during January. They advertised the idea in the local paper.

CATCHY SLOGAN ON BILLBOARD AD.

A. Welch & Son, of Toronto, who opened up a furnishing department a short while ago, have been going after business by the use of bill boards. In this advertising they have been using the slogan, "You furnish the girl and we will furnish the home." The slogan is a catchy one and accordingly has been attracting a good deal of attention.

Value of Furnished Rooms in Selling Furniture

Arrangement of furniture in homelike surroundings clinches sales and also sells more goods for the furniture dealer.

ONE of the important developments that is going on in the retail furniture trade is the use of furnished rooms in making sales. The big stores are making good use of this means of promoting trade, and not a few of the smaller ones, too. The value of showing furniture in the way that it will appear in the home is indicated by the fact that Wanna-maker's, of New York, have a total of about forty furnished rooms for this purpose, while some of the larger Canadian establishments have as many as twenty.

Shows How Furniture Will Look in Home

The T. Eaton Company, of Toronto, have been using this idea for a number of years, and find it an excellent method of making sales. They have a suite of rooms arranged in house form, both on the second and third floors. These show a house complete even to the verandah and bathroom.

A prominent official of the furniture department of this store in an interview which The Furniture World had with him was high in his praise of this method of inducing sales. "Their big value," he says, "is that people can see just how the furniture which they are looking at, will appear in actual home surroundings. There are few people who can picture in their mind just how the goods they are looking at will appear in their own home. They have a room, say twelve by twelve that the goods are wanted for. In a large showroom they cannot form an idea of what size or kind would be suitable."



One of the furnished rooms used by R. J. Reid, of Kingston, Ont., to sell furniture.

Causes People to Buy More

"We even go so far as to transfer the suite they are looking at into a room the same size as they want to furnish," he continued. "It takes time to do this, but it is service that is appreciated and which makes sales."

"In addition, showing in a room will often cause a person to buy more than they originally intended to. They are looking, probably, at a living room suite, but the other decorations and goods are shown up so well that they think they would like to have them also."

Kingston Dealer Has Rooms on Second Floor

A furniture dealer in a smaller store who is making good use of furnished rooms, is R. J. Reid, of Kingston, Ont. These rooms are located on the second floor and especially built for the purpose. Two of them are about 18 feet square, and another a little larger. This gives an opportunity for permanent displays of dining room, reception room and living room. Each room is suitably finished with wall covering, pictures, rugs, curtains, electric lights, cushions, etc. One of them we illustrate herewith. It shows how effectively a room can be arranged.

Sells Better Class of Furniture

The Reid Company find these rooms particularly valuable in selling the better class of furniture, while the cost of arranging them is not excessive. They are changed about once a month so that people will see something different in the rooms on each visit.

Where the dealer has the space it is not a difficult matter to arrange such rooms by temporary partitions, as he has practically all the goods in his store that he needs for their arrangement.

Smaller Dealer can Show in Roped off Sections

Even if the dealer cannot arrange separate rooms in this manner, he will find it desirable to set aside space for the arrangement of furniture in homelike manner, instead of piling everything together, as is frequently the case. The writer knows of one store that has spaces roped off for the arrangement of dining room, bedroom and living room furniture, in regulation home style.

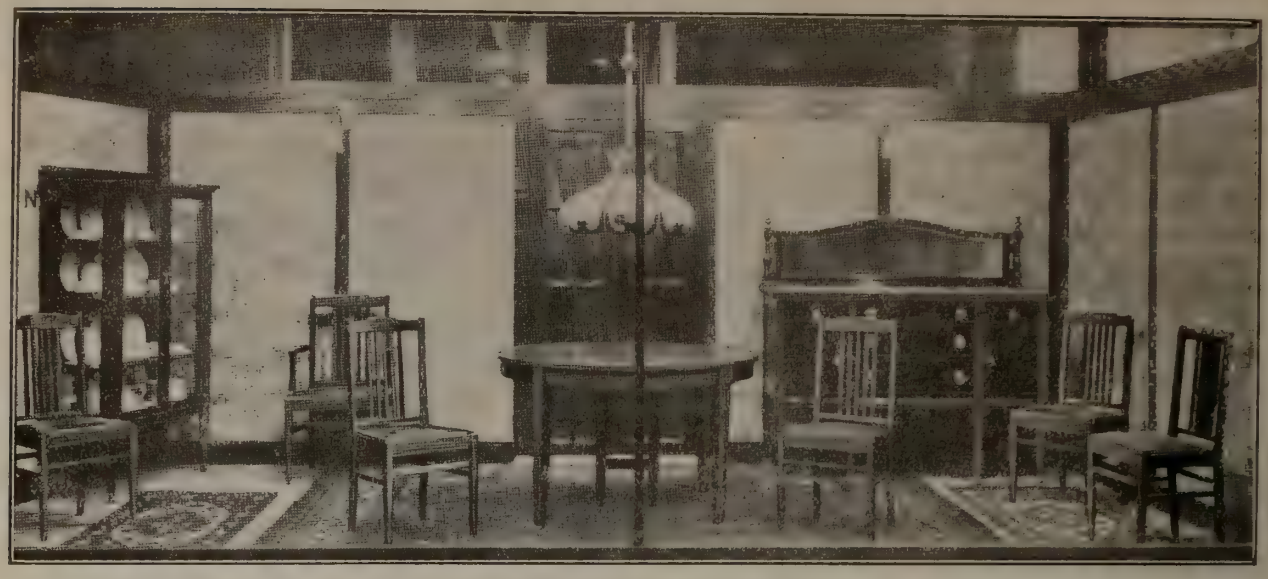
In view of the good results being obtained by this means of display, even the smallest dealer should make some effort at room arrangement.

In the case of the larger stores, the idea has proved of great advantage, and there is no reason why it should not be made use of by the smaller dealer. One of the features of this method of display is that it helps to interest people in a better class of furniture, not to mention the increased sales it brings.

COLOR IN WINDOW TRIMMING

There is probably no more satisfying scheme of color for a window than a perfectly solid color upon which to show the goods. It fills the eye better than any combination of colors whatever. What woman or man can get by a window that is one solid blaze of crimson? A bright red color scheme that stands out conspicuously will draw the attention of a person who does not even look toward the window in passing. The color gets an entrance into the eye in some way and brings the glance around just as surely as a magnet draws a needle.

Purple is a good color for a solid color display, and of course it is particularly desirable at Easter. A light, summery green makes a good warm weather shade. It is cool, where red is warm.



A NEATLY ARRANGED WINDOW DISPLAY OF FURNITURE THAT WILL ATTRACT BUYERS. NOTE THE ROOM ARRANGEMENT.

Dress the Window to Make People Enter Store

What a good display should do—Some rules for trimming windows — Value of display — Color contrasts.

A WINDOW properly and attractively dressed performs the first three elements of the sale; first, it attracts attention; second, it arouses an interest; and, third, it inspires a desire on the part of the passing public for the articles displayed or for information pertaining to the same. It is always well to incorporate into each display a feature that will impel people to enter a store and place themselves in the hands of the sales force. It is therefore very essential that a window be arrayed in the most attractive manner, for if the silent salesman so-called is backed up by competent salesmanship inside it will produce greater returns for the expenditure than almost any mode of advertising one can employ. A window display may be divided into two distinct classes, motion and motionless displays. The former is often preferable and should be used whenever it is relevant. There is nothing that will attract the attention of the passerby so quickly as life or motion in the window. In the smaller stores a motion window is not always possible. Where electricity is available a motion window can be very easily arranged. Where it is not, motion can be obtained by fastening a string to the door and connected with some object in the window so suspended that in the opening and closing of the door motion will be produced. The real value of a window display is in its effectiveness of attracting attention, soliciting an interest in the articles displayed, inspiring a desire to purchase on the part of those who view the display, or, to sum it up, to bring into the store those who might otherwise have passed by or have been attracted to the store of a competitor. The window is the most effective conscientious salesman one can employ. It is the only employe that is continually on the job and which, if properly dressed, gives a store distinction which it is impossible to acquire in any other manner.

SOME FUNDAMENTAL RULES

In window trimming there are many things to consider, three especially. A trimmer should first plan out his display before he gets into his window to start work. Trim your window to suit yourself and to suit the public as nearly as possible. Have plenty of light and a clean front. One of the most important points in effective window displays is cleanliness. Nothing about a store repels trade more than a carelessly arranged or soiled window display. You cannot afford to have anything except clean goods and clean windows in the front of your store.

VALUE OF WINDOW DRESSING

By C. H. S. Bamford

I want to say a word or two on the commercial value of window and store dressing. Have you ever considered the attention given these matters by the departmental mail order houses? Do you recognize that the dressing of a window or a store is practically a demonstration of the extent to which goods may be made to sell themselves? Not only this, but a well dressed window and a well kept store call customers in, and command the most liberal and profitable patronage and create a store atmosphere so pure that the mail order germ cannot live in it. I urge you to develop your talents in window and store dressing to the highest pitch. You all know there is room for improvement in this respect; you all know as a rule that window and store dressing, as seen in the average country store, yes, and in some city stores, is a distressing sight, driving away trade in place of inviting it. Believe me, the skill the storekeeper acquires in these arts will be substantially reflected in the profits of his establishment, and it is profits you are working for.

A Scottish minister, taking his walk early in the morning, found one of his parishioners recumbent in a ditch.

"Where hae ye been the nicht, Andrew?" asked the minister.

"Weel, I dinna richtly ken," answered the prostrate one, "whether it was a wedding or a funeral, but which ever it was it was a most extraordinary success."

COLOR SELECTION FOR WINDOW DISPLAYS

Contrasts of graded shades of one color are correct and are effective. In other words, you do not necessarily have to have a harmony of buff and red or green and white, but you can shade off a purple from a deep royal purple to a very light shade with white crepe paper for a trim and get a splendid effect. The same is true of other colors.

Dark colors should be used below light colors and never above them.

Never use more than three colors in one scheme.

If your window or store is dark, always use light colors. If your window or store is extremely light and



A tasty arrangement of bedroom furniture in comparative small window.

sunny, some darker colors will give pleasing effects and will absorb some of the light.

Use soft shades where permanent coloring is pronounced.

Never put two floral designs near together.

When using crepe paper it can be made much more effective by ruffling it. This is done by running the edges between the fingers.

If the central color-scheme you desire is a blue, the following would give you some idea of color-schemes. Blue contrasted with yellow appears more brilliant. Blue contrasted with violet appears more green. Blue contrasted with green appears more violet. Blue with red is better than blue with green. Blue with scarlet is a good combination.

THINGS TO CONSIDER ABOUT THE WINDOWS

There are five important points to be considered about the window in which the display is to be made.

First—Its location. This, of course, cannot be changed, although it is a very essential factor in determining whether a display will be profitable or not. It stands to reason that a window located on a street through which large crowds pass daily is bound to sell more goods than a window located on a less populated thoroughfare. At the same time, clever window-trimmers have been known to make displays so attractive that people on the street talked about them and would go out of their way to view them.

Second—The dimensions of the window is another important point. Naturally, it is more difficult to arrange a beautiful and attractive display in a shallow window. Nowadays merchants very frequently remodel their show windows in order to give room for deep and practical window displays.

Third—The lighting of the window is a very important point, also. The shades should be arranged so as to do away with the glaring reflection of the glass. If possible, the window should be lighted at night with lights fitted with reflectors which throw the light upon the display and not into the eyes of the passerby.

Fourth—Ventilation is still another important matter, especially in winter-time. Unless a window is properly ventilated, frost will gather upon the glass and entirely destroy the effect of the display.

Fifth—Cleanliness is a point so obvious that it is surprising that any window-trimmer should ever neglect it. Yet, how many times you see an otherwise attractive window display marred because the window panes are dirty?

OVERCOMING THE FROSTY WINDOW

To overcome the frost on the window it is necessary to do away with any warm air in this window, says a writer in Retail Equipment. This warm air, as soon as it strikes the cold plate glass, condenses and forms either steam or frost in the window. If the air in the window is the same temperature as the air outside your trouble will be over. To accomplish this you will have to have your window closed so that it is air-tight from the back, with openings in front so that the cold outside air can ventilate through the window.

The old method of letting the outside air into the window was to bore holes through the sash, or pipe the air in through the bulkhead and up through the floor. This has been greatly improved upon by setting the glass in a metal moulding in which are small holes that serve both for ventilation and for drainage.

If the show window is enclosed and separated from the store proper, no ventilation is required other than this metal sash, provided the show window enclosure is made absolutely air-tight. In order to do this, the floor of the show window, the ceiling and the partition should be double and lined with building paper, and the door entering the show window should be made similar to that of an ice-box, having double rabbets and rubber weather strips. Where glass is used in the partitions it should be set with putty. We have made a careful study of the problem of ventilating the show windows so as to prevent the steaming and frosting of the windows, and it is our earnest opinion that no amount of ventilation will accomplish this result under certain conditions unless the show window is enclosed from the store proper and made absolutely air-tight. The show windows are such an important part of the store that too much attention cannot be paid them. Many merchants realize in a measure the importance of their windows and try to meet the need by hiring good window trimmers and putting in elaborate displays and backgrounds. These same merchants often overlook the fact that in order to have this work most effective, that they should first of all put in a modern and practical set of show windows.

Few merchants have had much experience in show window building and this part of the new store building is apt often to be badly neglected. The window trimmer is a valuable man to take this matter up with, as he has given the subject much thought and is apt to know just how to plan windows best suited to your purpose.

Seasonable Tips *for the* Furniture Dealer

By WM. J. BRYANS

PUTTING YOUR STORE ON THE MAP

THE name of the young lady in the small-time town who first appeared in a short awning-stripe skirt last spring is still remembered by the residents. The attire was unusual in that town and for that reason the young lady who led the way in the wearing of the latest pattern established her name quite prominently in the community.

In just the same way, the doing of something out of the usual by the retail merchant is sure to make an impression on the public mind and assist in putting the dealer's store on the map. So many stores are so monotonously similar both in appearance and the methods they employ that the store that is aggressive enough to inaugurate something new and of a progressive nature is sure to get a more prominent place on the stage of public attention than the less aggressive establishments that operate along similar and unchanged lines with the exception of adopting the things that have proved beneficial to their more aggressive competitor after the latter has reaped the glory and benefit of them.

This plan of action may be likened to what occurs in a musical act in which a star leads off by singing a song and a chorus later joins in. All the latter sing the same thing and sing just as hard as the star did, but they chime in after the star has presented it to the audience and reaped the greater part of the glory. The trouble with too many merchants is that they are in the chorus —all attired the same and whooping up the same tune—instead of being stars and presenting the latest to the audience first and reaping big benefits as a result.

CASHING IN ON THE MOVIES.

IF popularity with the masses is the key for judgment, attending the "movies" can easily be called the national pastime. They are patronized by all ages and all classes and increasingly so as the standard of pictures has been raised. This brings up the question of the use of the movie film as a means of advertising for the retail merchant. Many dealers both in large and small centres have already found it an excellent means of publicity.

There appear to be good reasons why the movie film should be a good advertising medium. The ad. of a dealer flashed on the screen at the end of an interesting picture is sure to get attention. There is nothing else to detract attention from it as is the case in a newspaper where your ad. is surrounded by other matter. In addition, if you are advertising in a picture theatre in your own vicinity, there is little lost circulation, as practically every member of the audience is a prospective customer.

An essential of a movie ad. is that it be brief and breezy. Otherwise it will not be read. When people are out for amusement they are not going to read a long selling message. However, if it is short and written in a bright manner, it is likely to get attention.

GOOD EQUIPMENT IN RELIEVING HELP SHORTAGE.

ONE means towards solving the help shortage problem that at present exists in the trade is by the installation of methods and equipment that will facilitate the carrying on of work in the store. One dealer who previously spent a good deal of time in keeping the records of business in desirable shape, found that one of the latest designs of cash registers would do a great deal of this work for him and so he is now able to give more time to looking after other branches of his business.

This same dealer installed shelf window fixtures so that displays could be more quickly arranged. He also got the clerk who looks after the window work to plan his windows in advance so that they could be put in quickly.

Dealers doing a credit business and who have not an account register will find it good business to install one, and so do away with the needless work of posting books and making out bills. In the same way, there are many other lines of equipment that will help materially in reducing the amount of work in the store.

Canadian Furniture World

TORONTO FEBRUARY 1917 CANADA

Map Out the Year's Schedule.

Like the engineer on a long run, the business man should have a certain schedule by which to run his business train. This should be mapped out at the beginning of the year.

Every sound business should show some increase from year to year. Knowing the amount of his sales during 1916, the dealer should set his ideal for 1917 somewhat higher. It is not well to set a figure that there is little hope of attaining, but it should at least be high enough to keep the dealer "going" in order to reach it.

Having set a schedule, the dealer should keep timing himself as he goes along, to see that he is keeping on time.

Treat customers as guests when they come and when they go, whether or not they buy.

A Time For Retrospect

At this season, with another business year ahead of him, it is well for the dealer to look back briefly over the past year with a view to making capital out of his experiences of the past twelve months. There is no dealer but who will recall a few mistakes—a few things that might have been better done.

Now is the time to plan for the year ahead, incorporating in your scheme of action all those things that have proved beneficial during the past year and discarding those that have retarded progress.

Total up your sales for last year, decide on a reasonable increase for the year ahead, and then set out to make each month bring forth its full proportion of the needed total.

Successful retail selling rests upon a thousand and one details all performed well.

The Annual Inventory

No retailer should neglect to take an inventory and make out a financial statement at least once a year, and the present is one of the best times of the year for this work. After the passing of the holiday rush, there comes a temporary slackness that can be used to good advantage in ascertaining the standing of the business and the progress that has been made during the past twelve months.

A full and accurate statement of resources and liabilities is essential, in order to ascertain the exact standing of a business. Otherwise the dealer's estimate of progress is pretty well a matter of guesswork, and guesswork has no place in business to-day. In these days of keen competition and restricted profits, no dealer can afford to guess. He must know.

The annual financial statement is an X-ray that gets below the surface and brings to light many particulars of a business that a casual survey would not. It shows not only what a business appears to be doing, but what it actually is.

There is a tendency to neglect stock-taking and the making out of an annual statement in the rush of business, but such a tendency should be curbed. The financial statement is too valuable as an indicator of progress to be passed up.

Even though you fool everyone else, don't fool yourself.

Problem of Reduced Profits

More than ever this year do I advocate the making out of an accurate financial statement. The prices of many commodities have gone up in such a manner during the past year that profits are likely to have been considerably reduced without the dealer realizing the fact. Only a statement showing the exact amount of profit made during the past year will bring out this fact in the manner in which it needs to be in order to impress on the dealer that he needs to watch his pricing carefully during the year ahead if he desires to make a real profit.

As has been pointed out before in these columns, many dealers have deluded themselves into thinking that they were making good progress in sales during the past year, when it has really been the higher prices that have been ruling for most articles that have swelled sales figures.

Other dealers do not stop to consider that the percentage of profit has been reduced in many instances even though retail prices have been marked up a similar amount as wholesale figures. For instance, a year ago an article cost the dealer $12, and he sold it for $15, securing a gross profit of 20 per cent. The price went up $3 and he marked the retail price up $3 to $18, yet he is only making a gross profit of slightly less than 17 p. c. This illustrates the manner in which percentage of profit is likely to be reduced under rising prices.

One important thing overlooked by a majority of dealers is the importance of keeping the show windows free from frost during the winter months.

A Sign of Healthy Business

One of the best evidences as to the condition of the health of the commercial houses of the country is of course the monthly record of failures. The record for October is particularly gratifying in this respect, the number being fewer by over 41 per cent. than during the corresponding period last year.

But gratifying as is the decrease in the number of failures, that which we may take as the most gratifying is the decrease in the amount of the liabilities, the total for the Dominion being $1,074,591 compared with $2,327,199 for October of last year. This was a decrease of over 52 per cent.

Competition Has Done Him Good Not often does a dealer regard new and stronger competition as likely to prove beneficial to his business, but so it has proved with a retailer in one of our large Canadian cities.

The facts of the case are these. A year or so ago, his head clerk left this dealer to buy out a neglected business nearby in which aggressive methods were conspicuous by their absence. The new proprietor started out with a burst of ginger and aggressiveness in an effort to put the store on the map, and he has kept up a swift pace ever since.

He has been successful in building up his new business wonderfully, and the surprising feature is that his old employer is not finding the competition detrimental to sales. In fact, he stated to Canadian Furniture World, that his sales have improved since the stronger competition came along. He admits that his new competition has made him adopt greater aggressiveness in his methods and their combined efforts along this line has made that district a greater shopping centre, many people buying there who previously patronized down town stores.

Remember always that the recollection of quality remains long after price is forgotten.

Inviting Friends to Deal With You Some dealers are very adverse to soliciting trade from their friends for fear such friends may consider that they are taking undue advantage of their friendship for personal gain.

Any appearance of trying to coerce people to deal with you because of friendship should certainly be avoided, but the trade of friends should at least be solicited. A friend of a retailer recently told the writer that he does not deal with him because he has never really been invited to. As he put it "If my trade is worth having, it is certainly worth asking for."

Stop for a moment's consideration and you will probably be able to call to mind a number of people with whom you are quite intimate socially, but who do not deal at your store. Why not tell them that you would appreciate their trade?

It is not what a customer comes in for, but what she walks out with that counts.

Your Average Sale Per Customer Do you ascertain your average sale per customer each month so that progress in the matter of increasing sales in this regard may be gauged. You may show an increase in sales from month to month but unless your average per customer stands up well you are not taking full advantage of your opportunities.

It is desirable that you have this information and it is not difficult to ascertain. Every store keeps track of its total sales. The cash register shows the number of customers served and the average can easily be arrived at.

Possession of this information with a comparison from month to month will be found to serve as a stimulant to effort. Just think what it would mean in total sales for the year if the average sale per customer could be raised just one dollar. It would mean practically no increased expense to get this extra dollar from customers so that it would mean just so much velvet.

Canada's Tremendous Fire Loss

CANADA leads in many things of which she can be justly proud. There is however, one particular in which she leads all other countries of the world, but to which she cannot point with pride, but must bear in humiliation and shame. That something is her huge annual fire loss, which is greatly in excess of all other civilized countries of the world, and which appears to be growing worse instead of better.

Canada's fire loss in created property—barring the enormous losses by forest fires—reaches the grand total of $25,000,000 every year. This is a huge sum to go up in smoke, and really means that every person in Canada contributes, indirectly though it may be, the sum of $3.25 per year to pay for this loss. This is an extremely heavy burden, especially when one compares it with the average per capita loss of about 48 cents existing in European countries. Some countries, in fact, have the fire loss per person down to 25 cents per year.

Even in the United States, where the fire loss is considerably lower than in Canada, the National Fire Protection Association has recently referred to this 'reckless and unnecessary waste" as an "impoverishment of the nation." How must we describe it here in Canada, where the fire waste per capita is materially larger?

There is no doubt that the huge fire loss in this country is largely due to carelessness. An investigation of causes show this to be directly true in many instances, while in many other cases it is indirectly the case. People are very neglectful in allowing rubbish to collect and this is a fruitful source of fires. Canadians are exceedingly careless in the handling of matches. We find men carrying them in every pocket, leaving them in all corners, and throwing them about heedlessly when lighted. If there was a personal responsibility on those who are responsible for fires, as there is in many European countries, there is no doubt that this carelessness would be greatly curbed.

The retailers of the country are greatly interested in this immense national waste because it falls particularly hard on them in higher insurance rates, for where the per capita fire loss is high, insurance rates must be correspondingly high. This is shown in a convincing manner by the fact that the average rate of premium in ten British cities has been but 22 cents per $100 of insured value, as against an average of $1.46 in ten Canadian cities.

It therefore behooves the business men in Canada to lead in the campaign against this big, national waste. They can see to it that their premises are kept in a condition that is not likely to be the cause of fire, and that other precautions are also taken. Again, they are in such close touch with customers that they can wield a big influence in getting others to understand the need for eternal care in this matter.

They should certainly do what they can in the way of convincing those with whom they come in contact of the need of precaution, and they should see that everything possible is done around their own premises to prevent fires.

A per capita fire loss of $3.25 per year is certainly a "burning shame." Everyone should do all in their power to reduce it.

Brief Editorial Comment on Business Topics

By THE SCRIBE

The light of advertising puts the non-advertiser in the dark.

* * *

If you can't make a sale, at least make a good friend for the store.

* * *

Quote prices in your ads. even if they are regular prices. The price is something the customers must know before buying.

* * *

To get the full benefits of any trade-getting plan, it is necessary to get the selling staff interested and working together for its success.

* * *

When you omit the price from your ad. or display, you leave out the thing the customer is anxious to know and must know before buying.

* * *

Don't discard any department in your store without an investigation into it first to find out why it is not paying and if the trouble cannot be remedied.

* * *

The ability to identify customers by name immediately when they come into the store is a great asset. There is nothing else which helps one feel at home like being readily recognized.

* * *

Little deficiencies, no matter what they may be in—store methods, store appearance or personal manners—while they may not be as noticeable as the big ones, nevertheless count against you and so should be corrected.

* * *

Get away from ready-made, cut-and-dried talks about your goods. Too many men behind the counter get in the habit of reciting a set talk to customers instead of fitting the talk to the occasion and the customer.

* * *

A bright, cleanly store will do much to put customers in a favorable buying mood, but it can also be advantageously supplemented by bright and cheerful people behind the counter. Nothing discourages a customer from buying more than glum salespeople.

* * *

Every merchant should keep a pad on his desk on which he can make notes of any matters that require attention. A dealer's memory may fail him sometimes with unfortunate results. Every dealer can recall cases of this kind that could have been avoided by the use of a desk pad.

* * *

It will pay the business man to develop self-confidence in himself and his ability to conduct his business, providing it is not developed to the "swelled-head" degree. When it reaches that stage there are generally breakers ahead. Over-confidence has wrecked many a business.

* * *

The dealer should consider well before buying goods in large quantities. Quantity buying is to be favored only when a sale can be found for the goods within a reasonable time and can be secured at a sufficient concession in price to pay for carrying the goods—and a little extra as a kind of insurance rate on the risk you run, for occasionally no matter what degree of care you exercise, you will encounter some little loss.

* * *

Who pays for the advertising? It is just as logical to ask who pays for the efficient equipment and practical business methods of any successful institution. Efficiency in commercial affairs is an economy. Advertising, which increases distribution, reduces the cost of doing business.

* * *

It is a funny thing but the average dealer gives little attention to the criticisms of his friends, forgetting that they are outsiders enough to see faults that he cannot himself, and yet are on terms sufficiently intimate to dare to make mention of them. The dealer would do well to give consideration to the criticisms of his friends.

* * *

Get right after sales from the very first of the season of demand instead of waiting for some other more aggressive merchant to get the cream of the business, leaving only the fag end trade for you. It is astonishing the number of retailers who wait for customers to ask for an article before pushing its sale, instead of taking the initiative and featuring the article from the very moment that there is a chance to make sales.

* * *

The present is a good time to put a little extra money into advertising. Business prospects are good and it is the dealer who makes a worth-while effort to corral passing trade who is going to reap the richest. In enlarging your advertising appropriation, at the same time give more attention to the preparation of your copy. Spending money of itself will not bring results. You have not put something into your advertising and messages that will get the public attention and induce them to buy. When money is spent on advertising, why not cash in on it to the full.

The Store Grouch

"No, I certainly do not want you to leave any advertising placards to hang up in the store." snapped the Store Grouch to the traveller who had thought to do him a kindness by presenting some beautifully lithographed cards featuring his goods. "What in thunder do you take this store for anyway—a junk shop for the storage of cards on every conceivable line of goods that I ever have handled or ever will handle. Why, I can't find half the goods in the shop now for the number of show cards that are hanging around here, dangling in my eye and shutting out the light. Do you think that this store is for no other purpose than to advertise your goods and swell the sale of your lines?"

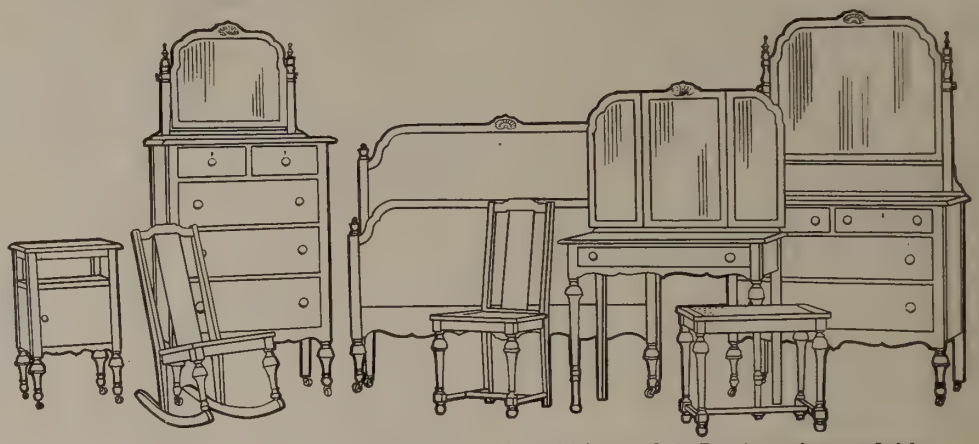
"But you make good money on every sale of our goods," protested the traveller.

"Oh, Bah!" replied the Grouch.

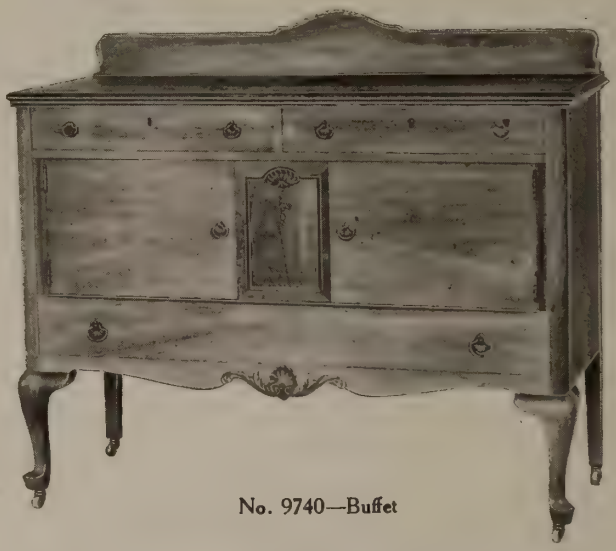
SPECIAL ILLUSTRATIONS

Showing Some of the Newest Articles of Furniture

Suggestions from the Canadian Factories



No. 328, bedroom suite by the Knechtel Furniture Co., which is made in Empire mahogany finish.

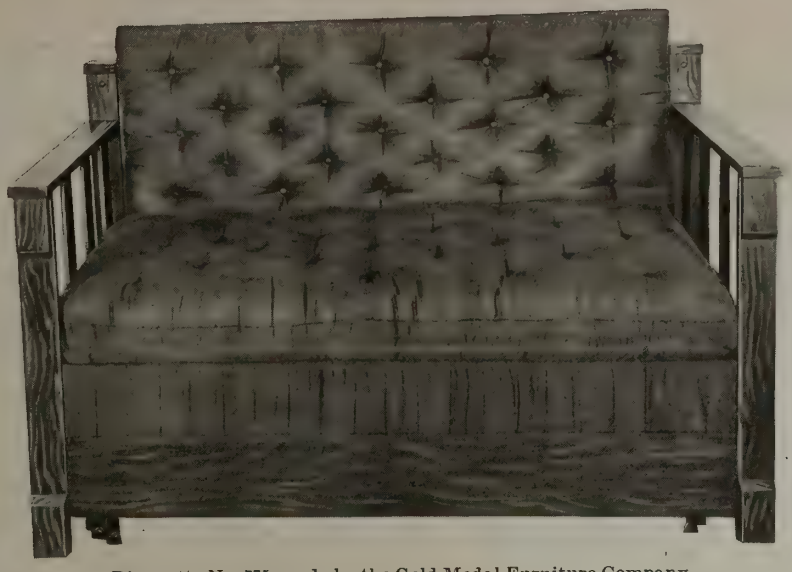


No. 9740—Buffet

New buffet in Queen Anne design, made by Canada Furniture Manufacturers at Kitchener factory.



No. 308 (on the right) and No. 315 (on the left) two new library tables by the Berlin Office & Fixture Co., Kitchener.



Divanette No. 775, made by the Gold Medal Furniture Company.



No. 1060-5 and No. 1060-6, by the Stratford Chair Company, Stratford.





Buffet, No. 7334, made by The Geo. McLagan Furniture Co. Made in walnut. Queen Anne design.





Two new bedroom pieces in white ivory, made by the Meaford Mfg. Co., Meaford, Ont.



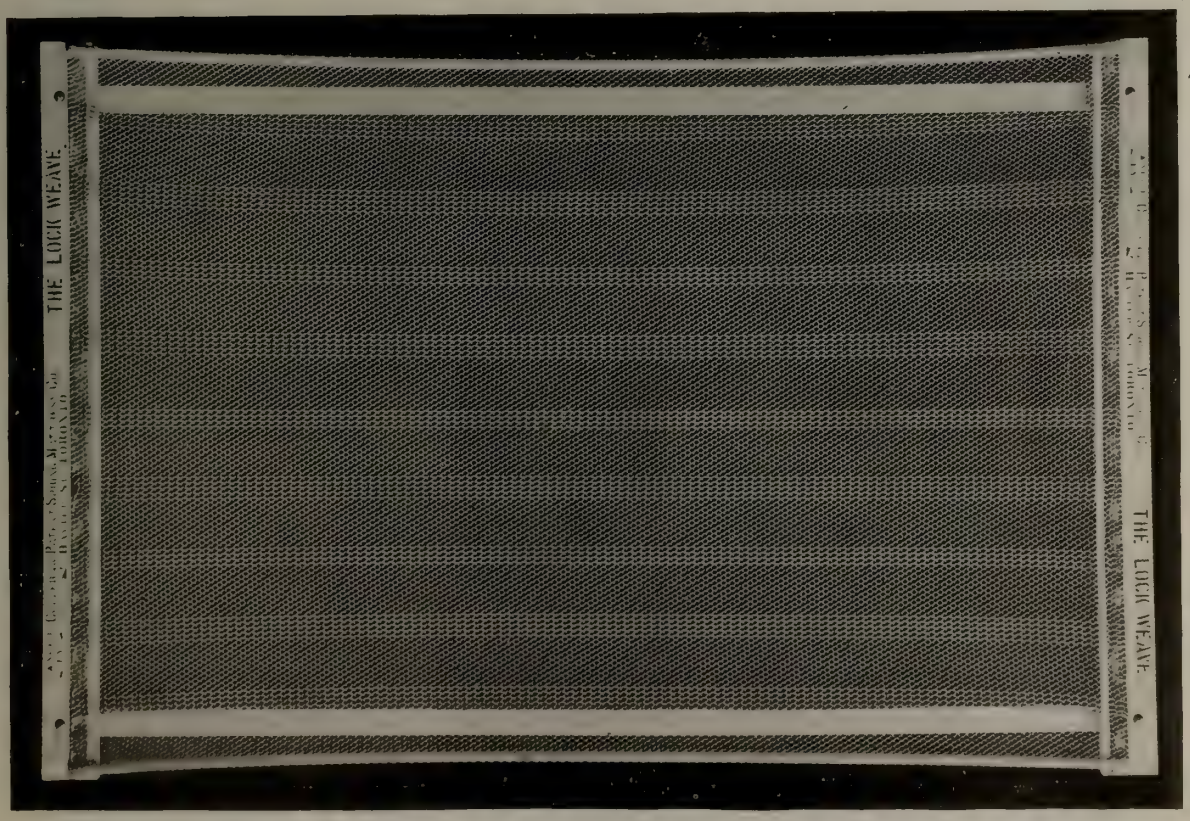
Model 50 phonograph, oak or mahogany finish, from the Regal Phonograph Company, Toronto.



Imperial Sonora, made in golden, fumed, early English or mission oak, Sheraton mahogany or mahogany. I. Montagnes & Co., Toronto, are Canadian distributers.



New brass bed being shown by the Parkhill Manufacturing Co., Ltd.



No. 91, lock weave spring bed, wood frame, finished with the improved rope edge and the latest improved steel clamping bar. Manufactured by the Colleran Spring Bed Co., Limited, Toronto, Ont.

Manufacturers' Helps for Retailers

CATALOGUE OF "OLD HICKORY" FURNITURE FROM IMPERIAL RATTAN CO., LTD.

The Imperial Rattan Company, of Stratford, Ont., have recently issued an interesting illustrated catalogue of their "Old Hickory Porch and Garden Furniture." It gives a comprehensive list with illustrations of the various lines of this furniture made by this firm, as well as giving illustrations showing some of the attractive ways in which Old Hickory products can be used.

Originally, "Old Hickory" was made for porches only. Now, with the increasing demand for decorative pieces, it is used not only for porches, but for lawns, dens, living rooms, summer cottages, bungalows and many other useful purposes.

"THE PRACTICAL BOOK ON EARLY AMERICAN ARTS AND CRAFTS"

The above volume, by Harold Donaldson Eberlein and Abbott McClure, will be of interest to furniture dealers and makers, as well as to the amateur collector. The authors are those who wrote "The Practical Book of Period Furniture."

Our forefathers knew how to make beautiful and useful things of a vast variety, whether their medium was silver, glass, wood, iron, pewter, or paint. Who has not enjoyed rummaging in an old attic and unearthing quaint candle sticks, mugs or china which belonged to those forefathers who lived in a more quaint, but in a no less comfortable way, than we do to-day. From the pages and illustrations of this volume all rummagers, whether they be of the attic or antique shop kind, of the professional or amateur type will obtain trustworthy guidance and stimulus. The work represents wide research and original knowledge in all lines of the multiform artistic production, with the result that, the whole is presented in a manner rivalled by no other publication.

Products of the decorative arts afford the visible evidence of man's progress in civilization. If we would know what manner of men and women laid the foundation of our country, it is of importance to emphasize the factors of their social existence rather than the political and military happenings. The homely, quiet forces are illustrated in the arts, and thus the volume is a treasure house for the true historian as well as for the collector.

The book is published by the J. B. Lippincott Company, of Philadelphia, and sells at $6.00 net.

ATTRACTIVE FOLDER FROM PHILLIPS MFG. CO.

The Phillips Manufacturing Company, of Toronto, sent out a very attractive New Year folder to the furniture trade, in which they emphasized the value of their copper-plated mirrors, which are protected against moisture and all climatic influences by an electro-copper deposit on the back of the silvering.



Suggestive window display.—Suggestion for a simple, yet effective window display to promote baby carriage sales, made by the Sidway Mercantile Company.

Our message for 1917 is a most significant one

Every family that owns a piano you sold them is ready for a Columbia Grafonola.

Every family that you failed to reach with a piano sale, you can reach with a Columbia Grafonola or Columbia Double-Disc Records.

Every family that you found already in possession of a talking machine is another place where you can do Columbia Record business.

Every visitor to the store can be interested in Columbia Grafonolas or Columbia Double-Disc Records.

Every sale of a Columbia Grafonola means a constant relationship between you and the buyer, which produces record business ***all*** the time and is likely ***any time*** to produce piano business.

This is not the place to discuss the actual figures of the margin of profit, but we can assure you that we realize, just as you do, that the principal feature of successful ***selling*** is successful ***buying,*** and we are prepared to go into full particulars with any piano dealer who will put a little of his time against a little of ours.

We will agree to make the conversation interesting.

Columbia Records — Note the Notes

Columbia Graphophone Company

Factory and Headquarters:

Toronto - Canada

Talking Machines as Business Builders

By WILLIAM LEWIS EDMONDS.

WITH every sale a dealer makes he should have in mind at least one other thing besides the immediate profit he makes. And that one thing is the possible effect that the transaction may have upon future business.

He is not a far-seeing business man unless he has this object in view with every sale he makes.

Every dealer who aims at rendering a high measure of service to his customers has this object in view. He desires to please his customers in order that they may be induced to return when they are in need of a further supply of goods such as he carries in stock.

But there are also certain lines of merchandise whose character serves a similar purpose. That is, they bring customers back for more.

The goods which are the most outstanding in this respect are talking machines.

When a customer buys a suite or a single piece of furniture he may, if the service rendered is satisfactory, make subsequent visits to the store when further purchases are necessary. But if he returns once or twice a year it is about the most the average customer will do, for the average customer does not need to make purchases of furniture with the frequency he does many other lines of merchandise.

TALKING machines in the retail furniture store is a potent force for pulling business in other regular lines which the dealer carries in stock.

It is altogether another matter in regard to talking machines.

True, the average man does not purchase a new machine at short and intermittent periods. But if he aims to keep his supply of records up to date, he must necessarily be a frequent visitor to the place in which they are sold. And if he is a faddist, and can afford to cater to his fad, he will now and then discard his old machine and buy a new one.

Gets Dealer in Touch with Customers

There is no line akin to the furniture trade that tends to bring customers to the store with the same frequency as talking machines and records.

To the wide-awake dealer the importance of this is at once apparent. He intuitively recognizes it.

In the first place it affords him an excellent opportunity for keeping in touch with customers without a great deal of effort on his part. And in the second place it multiplies his opportunities for selling the regular lines of furniture he carries in stock. It is of course not to be expected that every time a customer enters the store to purchase a talking machine or to replenish his supply of records that he can be persuaded to purchase something else as well. But one thing is certain, and that is that occasionally he can be induced to do so. Skilled salesmanship can be trusted to see to that.

And this suggests the advisability of locating the talking machine department in that part of the store where, while favorable for this particular line, it will be conveniently situated for drawing the attention of customers to regular furniture lines. This might be done to particular advantage when special sales of certain lines are being held.

A Profitable Line

Aside altogether from the importance of talking machines and records as business-pullers in other lines, they are in themselves of sufficient importance to demand the attention of every furniture dealer.

There is scarcely any line which he can carry in stock which will return him a more uniformly good profit. The extent of the profit is of course determined by the quantity of the machines and records purchased by the dealer from the manufacturer, but even where the quantity is small the dealer can readily make a profit of fifty per cent. upon his investment. That this is a profit substantial enough to attract every furniture dealer there can be no doubt. And if he buys in sufficiently large quantities he can make a considerably higher profit than even that.

Naturally the more extensive and varied the stock of talking machines and records which the dealer possesses, the larger and more profitable will the venture be. But even the small dealer who cannot afford to place anything but a small initial order can purchase in quantities that will make the venture an attractive one. In order to get a start a couple of machines and a hundred records will put him well on his way to doing a nice profitable little trade, and one which, as already pointed out, can be made to assist in developing the regular furniture branch of his business.

The furniture dealer who does not get into this line of business is making a serious mistake. The talking machine is no longer an experiment. It passed the experimental stage long ago, and is destined to find a place in the average home almost as universal as that of any ordinary piece of furniture. The relatively low price at which it can be purchased and the easy terms of payment in vogue assures this. As a matter of fact it is already the most popular musical instrument on the market to-day. While as far as its versatility is concerned there is no other instrument on the market that can approach it. Music, popular and classical, it supplies with equal readiness and facility, so that the tastes and fancies of all sorts and conditions of people can be supplied.

Then there is no musical instrument which is so extensively advertised as talking machines and records. The magazines and newspapers in all parts of the country are flooded with the advertisements of the different manufacturing concerns. The help this is to the retailer in making sales can scarcely be overestimated. It creates a desire for the machines before the dealer has began to make any effort, and makes it all the easier for him when he does begin to make an effort.

Without some effort on his part the dealer cannot,

Chicago Evening American, Nov. 24.

"If there is a greater artist than Lucien Muratore he must be sitting unseen on the heights of Olympus.

"He is not born of mortal man.

"Muratore himself, after last night's performance, ceases to exist merely as a man — a singer in the minds of men. Art such as his is truly godlike. About this decidedly masculine and thoroughly human tenor must henceforth linger that air of mystery and romance which always surrounds the great — those beings fashioned seemingly of other substance than mere people.

"He was last night enunciated King of Song. For the first time Muratore presented to the public his own vocal and histrionic conception of Canio. Caruso has seemingly monopolized the crowning achievement of singers in this role.

"Lucien Muratore took his crown away with a single effortless essay.

"His Canio is a masterpiece.

"It is useless to dwell on the boundless, glorious wealth of his voice. Its stream of endless beauty is richer, fuller than ever this year and in Canio he sounds accents hitherto untouched in the lyric-romantic roles he generally chooses. His marvellous tone quality is carried from the lowest to highest range. Here is a tenor who fears no B flats, B naturals, C naturals, and who never needs to transpose his roles. His vocalism was a revelation of art joined to sensibility and keenest appreciation of the emotional depths and dramatic possibilities of his characterization.

"And what histrionism!

"Muratore's intelligence stops nowhere. . . . . .

"Even I was not ashamed to feel my eyes grow moist under the spell of his incomparable art.

"The curtain fell among thunders of applause and cries of 'bis' were so insistent that the curtain had to be drawn and the entire scene repeated. The orchestra stood applauding as one man and shouts rent the air.

"Lucien Muratore sits enthroned."



Chicago Daily Journal, Nov. 24.

"Muratore is the most astonishing artist that this generation has beheld.

". . . . People have crowded into opera houses for the last ten years to hear Caruso sing 'Vesti la giubba,' at the close of the first act. It was better sung last night, better than Caruso ever sang it here. . . . . Unquestionably the greatest tenor and the greatest singing artist in America is here in Chicago to-day."

Chicago Examiner, Nov. 24.

"Muratore, singing, 'Canio' in Leoncavallo's 'Pagliacci' last night, created a new standard of sobtenoring, toward which Mr. Caruso of New York must continue to struggle. Mr. Muratore is evidently the poet who 'with one beat of pinions' can transcend the roles. By his feat of last night Muratore has those who suspected his high notes groveling.

"Apparently he makes the choice between the 'headtones' (pallid finessing notes by which one expresses the precious sentiments) and the 'chest tones' (big, thrilling notes by which one expresses the more desperate passions) with full consciousness of the right place and effect of each.

"Last night he ended his aria on a note as whole as a hurricane. It literally swept the house to its feet and the house presented the scene, curious in this metropolis, of the contained enthusiasms of an audience gone mad.

"I distinctly saw a gentleman in a box throw something in the air, and I believe it was the feather boa of the lady who was with him. . . . . ."

"MURATORE"

now recognized as the

WORLD'S GREATEST LIVING TENOR

Read **these wonderful newspaper criticisms of his latest role:**

Chicago Sunday Tribune, Nov. 26.

"Mr. Muratore's Canio put into a period of six days, more excitement than the opera had known in the preceding six years. That the public is already reacting to the Italian diva is an unmistakable indication at the box-office. That Muratore has not long ere this been of capacity allure is among the phenomena of merchandising entertainment. Caruso has for at least six years been regarded by the Metropolitan Opera as the ultimate bargain in singers; he receives, I believe, between two thousand and twenty-five hundred dollars whenever he is in the cast, and is held to be worth it because his being in means the sale of every seat. He is not the equal in art or, perhaps, utility, of the French singer—a judgment which would seem to require no argument after Thursday night's performance. Muratore, therein stepped for the first time into what is, doubtless, Caruso's 'best part'—not only that wherein he is most effective, but also most popular—and definitely moved the Italian singer into second place."



Muratore is only one of the world-famous singers who record their matchless art on Pathe records:
Others are Didur, Sammarco, Ruffo, Bassi, Giorgini, Thibaud, Cavalieri, Cisneros, Fitziu, the Cherniavskys, Note, Boninsegna, Ober, Egan, Slezak, Ancona.

Live merchants should write for the interesting story of the Pathe and terms to agents.

Pathe Freres Phonograph Co.
of Canada, Limited

Factories and Head Office, 4-6-8 Clifford Street, - - TORONTO, Canada

Western Distributors: R. J. Whitla & Co., Limited, Winnipeg, Man.

Past the Quarter Million Mark!

That over a quarter of a million Sonoras have been sold in a few years is significant. Sonora's appeal has never been on price—it has been exceptional quality and extraordinary merit always



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

IS TO-DAY THE LEADER

The Highest Class Talking Machine in the World

The public is buying SONORAS so fast that the manufacturing capacity is taxed to the uttermost. SONORA dealers are enjoying a phenomenal business right now. No time to think of anything but demonstrating, taking orders and making deliveries.

You, too, will be able to do this splendid business if you sell SONORAS!

The instrument, the sales help, the guarantees, and the reputation of the SONORA should have your careful consideration if you wish to have a remarkably prosperous trade this year.

Possibly your territory is still open and you can secure a SONORA Agency.

TEN SUPERB MODELS

$62.50	$80	$100	$135	$205
$240	$265	$300	$475	$1,500

Manufactured by
Sonora Phonograph Corp.
New York

Write to-day for information to

THE CANADIAN DISTRIBUTORS

I. MONTAGNES & COMPANY

RYRIE BUILDING *Shuter and Yonge Streets* **TORONTO**

DEALERS PROTECT YOURSELVES

The Sonora Phonograph is manufactured and sold under an agreement which permits it to operate under the great basic patents of the phonograph industry. Therefore, dealers selling the Sonora are safe from troublesome litigation.

however, expect to obtain the maximum of results from handling talking machines. Like all other lines of merchandise they must be pushed.

Poor indeed will be the results if, when the machines and records are taken into stock, they are relegated to some obscure part of the store, where they are more likely to attract dust than customers. They must be kept where they can be seen and heard, and where they can be given attention.

Window displays should also at least occasionally be made of them. And where the dealer has a couple of windows one of them might with advantage be wholly devoted to their display, the display, like that of any other line of merchandise, being regularly and frequently changed. By the exercise of a little ingenuity it ought to be possible to introduce new ideas with each change. It would be a good idea to occasionally introduce wax figures with the display. If the dealer has no wax figures of his own he can borrow them from merchants who regularly employ them in their displays of merchandise, credit, through the medium of a card, being given to the retail merchant from whom they have been borrowed.

Importance of Advertising

Advertising is another thing to which the dealer should give attention if he is to get the best results from his talking machine department. The fact that the manufacturer from whom he purchased his stock is an extensive advertiser is undoubtedly a great help to him, but it does not perform that which he should do for himself. When he advertises himself he links himself up with the national advertising which the manufacturer is doing. Otherwise he does not, and consequently, cannot reap the full benefit from it. Through the national advertising which the manufacturer has done, nearly all the people in the retailer's locality may have obtained a knowledge of the particular machine he handles. But relatively few of them will know that it can be purchased at his store unless he, through the medium of advertising, acquaints them of the fact.

The advertising the retailer does should be regular and continuous if the best results are to be obtained When he takes a new and improved machine into stock he should announce the fact. He should do the same in regard to new records. And whether it be a new machine or new records he should invite inspection. By this means he not only increases the sales in his talking machine department, but he is increasing the effectiveness of that department as an aid to the development of business in the regular furniture lines he carries in stock. There is, therefore, a two-fold reason why the dealer should give attention to the advertising of his talking machine department.

LABELS For Furniture Manufactur's

In any size, Shape or Number of Colours, Gummed, die cut.

CLOTH TAGS. CLOTH LABELS—ALL KINDS

Proofs or Sketches furnished FREE and no obligation to order.

LEVY & CO

LITHOGRAPHERS, PRINTERS, EMBOSSERS

OFFICE: 33 CHURCH ST. WORKS: 64 COLBORNE ST.

ESTABLISHED TORONTO OVER 15 YEARS



Model No. 50—$45.00
Fumed, Golden Oak, Mahogany



Model No. 2—$25.00
Mahogany Finish

IDEAL PERFECT TONE
PHONOGRAPHS

give the dealer a good margin of profit, and the customer the very best value for the money invested. The tone is just like its name, "Perfect." Every instrument is guaranteed for one year, and a written guarantee is given to the customer at the time of purchase.

We have other models and will send literature upon request.

A dealer who is looking for a good, profitable line to handle in his town "exclusively" should write at once to

Regal Phonograph Co. 43 Queen Street E., Toronto

R.M.A. to Hold Convention of Furniture Dealers on Feb. 22

The Ontario branch of the Retail Merchants' Association calling convention of retail furniture dealers in February—Some of the subjects to be discussed.

PLANS are being made by the Ontario Branch of the Retail Merchants' Association for a convention of Ontario retail furniture dealers, to take place in Toronto, in February, to discuss and deal with numerous merchandising and legislative matters of interest to the trade in Ontario.

The opening day will be Thursday, Feb. 22, and plans are now under way to secure a largely attended and successful convention. Further particulars with some of the subjects to be discussed will be sent out to the trade by circular, shortly.

Matters of Interest to Embalmers, Too

In view of the fact that the majority of furniture men are embalmers as well, it is planned to have something along the embalming line to interest these dealers. It is probable that an afternoon or evening will be given over to a practical demonstration of embalming, and efforts are now being made to secure the services of an expert on this work, to take charge of this part of the convention.

The Ontario Embalmers Board is scheduled to hold a meeting in Toronto, on February 20 and 21, and efforts are being made to have them join in this event.

Some of Subjects to be Discussed

That there are plenty of subjects relative to the retail furniture trade that are worthy of consideration, is quite evident. Freight and express rates is one thing that will be brought up at the convention, as well as the matter of credits. In connection with the latter some proposed amendments to the Lien Law will be taken up.

Another matter that will be brought up is that of manufacturers who sell outside the legitimate retail trade, as well as that of employees of furniture factories who are given price concessions on their purchases, and who abuse this privilege by securing goods for their friends and relatives at reduced prices, and accordingly detrimentally affecting retail dealers.

Will Form Furniture Section of R. M. A.

These and other subjects of interest will be dealt with at the convention, where it is proposed to establish a separate furniture section of the Ontario R. M. A., to look after the interests of the retail furniture trade in the province. Provincial officers of the Furniture Section will be elected, and matters that they are to look after, outlined.

As many dealers as possible should plan to attend this convention, which will be held at the offices of the Ontario Retail Merchants Association, at the corner of Yonge and College Streets, Toronto, where there is a large auditorium, suited for such a convention.

R. M. A. AFTER SMALL DEBTS ACT FOR ONTARIO

The Ontario Branch of the Retail Merchants' Association will take up with the Provincial Legislature at its coming session, the matter of a "Small Debts Recovery Act," similar to the one passed last year in Manitoba. The present Division Court Act is of little assistance or protection to the retail merchant, on account of the excessive costs of collection by this method —with small amounts—frequently larger than the debt it is desired to collect.

The R. M. A. is sending petitions for a Small Debts Court out to the various towns for the local merchants to sign, so that when the matter is taken up with the Government, that they will see that the retail trade are anxious to secure such legislation.

The reasons for such legislation as set forth in the petition, are:

1. Because this Act will enable us to collect accounts which are to-day considered too small to place in the hands of a solicitor.
2. Because it will relieve us from the exploitation of so called "Commercial Adjusters" or "Collection Agency Companies" and it will enable us to do our own collecting inexpensively and expeditiously.
3. Because it will act as a deterrent to professional solicitors for credit, who so often solicit without any intention of paying, as they count on the fact that the account being small they cannot be made to pay it.

TO KEEP TRACK OF FAMILIES WHO MOVE

A good deal of money is annually lost to furniture men through extending credit to householders who move to another locality without notifying those they owe. Especially in cities, the number of people who decamp with furniture they have not paid for is quite large—at least large enough to warrant some attention to means of avoiding this loss.

The Retail Merchants' Association, in order to overcome this detrimental feature in Toronto, will endeavor to put through a civic by-law requiring all furniture movers and expressmen to record all removals that they make. With such information available, it would be an easy matter for the dealer to trace families who move away without paying for their purchases.

FIGHTING UNFAIR PURCHASING METHODS

The Western Retail Furniture and Carpet Dealers' Association has started out to fight several of the women's magazines in the U. S. because of these papers having opened a "service" department, which the dealers claim is nothing more than a feeder for mail order houses, the papers in question offering to supply goods to readers from any of the advertisers in their pages.

Wm. Kilbanks, of Kilbanks & Howarth, of Hillsdale, Ont., who died recently, was in business for over 50 years. The business has been bought by G. G. Smith & Co., of Barrie. The furniture stock will be moved to Barrie, but the undertaking business will be continued by Smith & Co., as a branch.

A Railway Ticket Gets You Nowhere If You Take The Wrong Train—



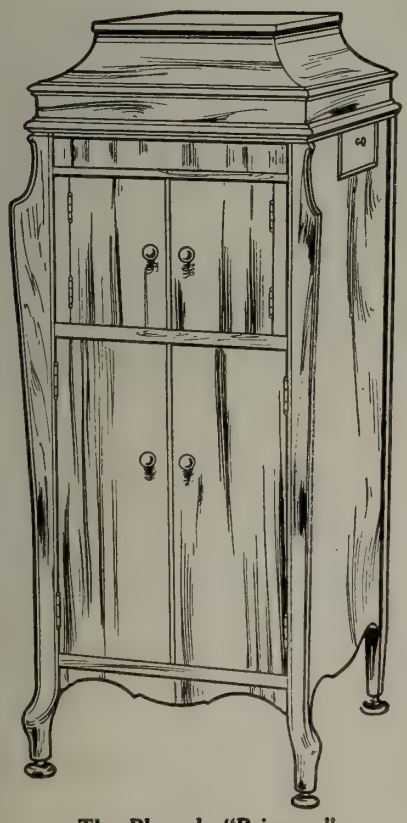
The Phonola "B"
$45.—Golden, Fumed Oak, Mahogany.



The Phonola "C"
$32.50—Golden Oak, Mahogany.

Neither does the growing demand for talking machines make you any money if you haven't a dependable make to offer at the right price, with a generous dealers' discount.

"Phonolas" should be your first choice. As musical instruments of the highest class they are well made to the minutest detail—finished from bottom to top inside and out, so as to appeal to the most exacting buyers.



The Phonola "Princess"
$135.—Oak and Mahogany

Pure tone and absence of needle-scratch are synonymous with the name Phonola. It has a Dominion-wide reputation for up-to-dateness and progress.

Phonolas Please

Phonolas Satisfy

Phonolas Pay



The Phonola "Duke"
$90.—Golden, Mahogany, Fumed Oak.

The Pollock Manufacturing Co., Ltd.

Kitchener - Canada

Knobs of News

W. J. Bragg, furniture dealer of Brantford, elected alderman.

S. T. Wallace, grocer and furniture dealer, Vancouver, has sold his furniture stock.

G. D. Membery, of G. D. Membery & Son, mattress manufacturers, Hamilton, Ont., is dead.

Mr. D. Meretsky, of Meretsky and Gillin, furniture dealers, of Windsor, Ont., was elected alderman in that city.

The ratepayers of Owen Sound, Ont., passed a by-law at the recent municipal elections, to loan $20,000 to the Keenan Woodenware Mfg. Co.

R. C. Williams, who was formerly with the Ontario Spring and Mattress Co., London, Ont., has purchased a hardware and grocery business in Brantford.

Arthur Standon is now representing the Colleran Spring Bed Company, Ltd., of Toronto, in Eastern Ontario. Eddie Bagshaw is handling the same line in Western Ontario.

H. F. S. Dreyer, the home furnisher of Blind River, Ont., has dropped out of the furniture line for a time, and has purchased the hardware business at Havelock, Ont., conducted by Geo. Phillips & Son.

J. L. Gordon, of Kamloops, B.C., was a recent visitor to Toronto, on his way home from Brooklyn, where he spent a short time recuperating. Mr. Gordon, to the editor of Furniture World, said he was enamored with the West. He has been out in British Columbia now for nearly a quarter of a century, and is the successor of his brother in the furniture and undertaking business now run by him at Kamloops.

ANNUAL BANQUET OF CANADIAN FEATHER AND MATTRESS CO

The fifth annual banquet of the Canadian Feather and Mattress Co., was held at the Foresters' Hall, College St., Toronto, on Wednesday evening, Jan. 17, when city furniture dealers and salesmen to the number of about 90 sat down to a most excellent repast. The chief speaker of the evening was Mr. James Acton, of the Acton Publishing Company, who spoke on "Conscience in Business."

The guests were welcomed by Messrs. Smith and Stevens, of the Canadian Feather and Mattress Co., and impromptu speeches were delivered by Robt. Burroughes, of the Burroughes Furniture Co., Thomas New, of the T. Eaton Company, Robt. Coryell, of the Adams Furniture Co., Mr. Wilson, of the Robert Simpson Co., and Mr. Lee, of the Dale Furniture Company. Regret was expressed at the absence, through illness, of Mr. F. C. Burroughes, of the Burroughes Furniture Co., and Mr. Oscar Johnson, of Washington & Johnson.

This annual affair is gotten up by the Canadian Feather and Mattress Company, as the means of creating better furniture salesmen. Mr. Smith, manager of the company, has the advancement of the furniture business in Canada much at heart, and is to be commended for his efforts to advance it.

Mr. Elwood Genoa was the entertainer of the evening, and his readings were much appreciated. The nine-year-old son of Robt. Muir, of the T. Eaton Co. staff, gave a number of instrumental selections on the piano, that were exceptionally well rendered. He was ably assisted by his mother, in two duets.

THE FURNITURE INDUSTRY

The furniture manufacturing industry, which during the trade depression of 1914 and 1915, suffered a great deal from the trade depression then obtaining, was pretty well restored to a normal condition during the past year. As a matter of fact, largely owing to a scarcity of labor, the demand so exceeded the supply that manufacturers were often at their wits' end to fill orders. As a consequence probably none of them were able to promptly handle all the business offered them. In view of the small stocks existing there is every indication that the furniture industry has a busy time before it for some time to come.

So far the efforts made in the direction of developing the export furniture trade have not been crowned with success. The largest manufacturers who have catered to it are the most pessimistic in regard to its future. However, during the first six months of the present fiscal year, the exports, largely on Newfoundland account, increased nearly $37,000, the total being $199,250.

DECORATING FURNITURE BY NEW PROCESS

Decorated furniture is coming in very strongly in Canada just now, and some fine samples are being shown by Canadian manufacturers. Many manufacturers in the United States and a few now in Canada, are using a patented process for reproducing hand paintings on furniture, in the form of an oil decalcomania. This decalcomania is very different from the old style of transfer manufactured for years by American and foreign houses. In the first place, the work is done by photographic process. An original painting is made from which all the colors are separated by photography. Color plates are made from these separations and are printed in genuine oils. The relief and built-up effects are produced by printing the same color over and over again, one on top of the other until a regular body of oil has been amassed, which in reality is exactly what occurs in the operation of painting by hand.

This process has made possible the putting of the most elaborate decorations on furniture which could never have been done by hand work owing to the great expense attached thereto and the scarcity of the skilled labor to produce them.

LONG DISTANCE EUCHRE CONTEST AT STRATFORD

A long distance record for euchre was established during the recent furniture show at Stratford. It appears that Ab. Dunkey and the wise man from the East, pitted their powers against Eddie Bagshaw and the man from the border town, in an interesting game, in which no stakes were apparent. At 5 a.m. the game broke up, with Eddie and his partner in the lead. It was surprising how refreshed Ab. and Eddie looked after their two hours sleep that morning. Eddie sleeps on his pullman davenport and Ab. on his Koehler kodav.

"A FURNITURE CLASSIC"

"If the word was ever used to describe a piece of furniture, I should say the Victoriaville Furniture Co.'s latest suite, No. 31, was a furniture classic," remarked a consulting decorator—a good judge of furniture and furniture styles.



No. 31, Den Suite, William and Mary design

Above, a picture of our No. 31 suite, which is only one sample of our Den and Dining-room furniture. Besides, we have a large and comprehensive line of carefully-designed, popular-priced suites and odd pieces in the best known designs.

We are featuring new designs in Satin Walnut finish.

Write us now for our price list—it will pay you.

Manufactured Exclusively by

Victoriaville Furniture Company

VICTORIAVILLE, QUEBEC

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

Hints and Helps

By Howard S. Eckels, Ph.G.
Dean of Eckels' College of Embalming, Philadelphia, Pa.

IT has been suggested to me that the use of fur rugs and draperies are a fruitful source of the spread of contagious diseases. What is your opinion?

Answer.—It is quite possible, of course, for a contagious disease to be disseminated in the manner described, provided that rugs and draperies are used in contagious disease cases. My personal experience along these lines has been limited, but I never have heard of a case where either rugs or drapery were taken into a home where a death had occurred from such a cause. In most places public funerals are prohibited in cases of contagious diseases. While this is a regulation which seems to many to work hardship, still all such precautions do, in one direction or another. For these reasons I do not think there can be any just grounds for criticism of either rugs or draperies. Certainly no careful funeral director would use either where there was the slightest danger of infection. There are cities, however, which have absolutely prohibited the use of the fur rugs. That is a question for the local Boards of Health to decide, and is quite outside my province, although as usually used I do not see how they could spread infection. In any event, it would be only a moment's work to disinfect them with the Formochloral Gaseous Disinfectant if they were placed inside of the hearse together with the embalmer's kit and all rid of germs without more trouble than it takes to mix a seidlitz powder.

I HAVE seen several trade journal articles over your signature declaring that Peroxide of Hydrogen is a better disinfectant than formaldehyde. If this be true, and I have no doubt, after reading your statements, that it is, why do you use formaldehyde in your fluids?

Answer.—Reason No. 1: The shipping laws of many States require a certain percentage of formaldehyde to be used in embalming fluid where a body is to be shipped.

Reason No. 2: Peroxide of hydrogen does not have every quality that formaldehyde possesses. It unquestionably is a much better disinfectant and pure Peroxide would disinfect a body better than raw formaldehyde would if either were used alone. There seems to be no reason, however, why the embalmer should not have the benefit of the good qualities of each.

Reason No. 3: While rigidity in a body is not considered desirable by most embalmers, firmness of flesh is. Therefore, if we incorporate in a peroxide fluid enough formaldehyde to produce firmness without rigidity we would seem to have attained every possible good result without any bad ones.

Reason No. 4: The practicability of an embalming fluid is dependent more upon the careful and scientific blending of many ingredients than upon the individual merits of any one. Peroxide of hydrogen has more good points than any other one chemical, but I can see no reason why on this account I should not give my patrons the benefit of whatever scientific knowledge and experience I may have by incorporating in my fluids and scientifically blending with the peroxide any other chemicals which experience has taught me will be beneficial.

IN a blood-poisoning case which I had recently, I had a rather unpleasant experience and one which, moreover, gave me considerable trouble. The reason I am unable to fathom, although doubtless it is simple enough. Will you kindly try to put me straight? After injecting three pints of fluid the fluid began to come through the mouth. What was the reason for this?

Answer.—The probabilities are that your trouble was caused by a too rapid injection of the fluid. The difficulty of which you complain very seldom arises where a considerable length of time is taken with the injection. Too much pressure is very apt to rupture some of the smaller blood vessels of the lungs and to permit the flow of fluid therefrom. If you will use less speed in any such cases in the future I think I am safe in predicting that you will not only find no such escape through the mouth, but a much more thorough and even distribution of the embalming fluid, and consequently perfect preservation and a far better cosmetic effect.

WHAT time do you think an embalmer should demand in preparing a shipping case—that is, what time should elapse before it is sent away?

Answer.—This is rarely altogether within the control of the undertaker, but wherever practical, it is better to take as near two days as possible. This gives the shipping director an opportunity to observe his case closely and to make a second injection of fluid whenever necessary. Indeed, if the body is to be carried for a very great distance it rarely is safe to send it away with a single injection. Preferably both injections should be made with extreme slowness. The proposition which faces a shipping director is entirely different from the one he encounters where the body remains perfectly quiet up until within a few hours of burial. It easily may happen that a body which seems in a perfect state of preservation for five days under normal circumstances might go to pieces in 48 hours if subjected to the jolting and vibratory motion of a railroad train. When, however, the injection has been made very slowly and any re-injection also with extreme care, it is safe to assume if good embalming fluid has been used that the body will ship anywhere

and will remain in perfect condition permanently. It is impossible to tell, however, whether a thoroughly satisfactory circulation has been secured at the first injection until a sufficient time has elapsed to make visible at least some of the smaller signs of imperfect circulation.

A MAN weighing about 250 pounds, aged about 50, while intoxicated, stumbled almost directly in front of my office the other day, and fractured his skull, dying shortly after he was carried into my establishment. Nothing was done to the body for about five hours, or until his family could be notified. They left the case in my hands and directed the body to be embalmed. The stomach already was filled with gas and the feet and lower part of the legs were much swollen with water. Purging was going on and the odor was extremely offensive. I immediately injected the cavities and saturated heavy cloths with embalming fluid and placed them upon the face, shoulders and around the upper part of the body. These cloths I kept well soaked, but the following morning the skin was slipping very badly. I always have been in the habit of embalming bodies in this way and never before experienced any such trouble.

Answer.—If you have embalmed many bodies in the manner described without experiencing even more serious trouble than outlined in your letter you have been an extremely fortunate man. The method you describe is rudimentary to the last degree. Cavity embalming is not sufficient. The arteries should by all means have been injected and the blood and dropsical fluid drained. Many quarts of blood and serum should have been withdrawn from a body of the size and condition described, while apparently you did not withdraw any or practically none. Injection of the cavities alone is a very crude method, and while as a supplementary precaution it is all very well, it is far from adequate. Proper arterial embalming enables the fluid to reach every part of the organisms, feeding the capillaries, saturating flesh and fibrin, imparting firmness to the muscles and protecting the skin. External applications through the medium of saturated cloths seldom are effective for preservation, although sometimes they do assist in securing cosmetic effect. Bodies of infants may, indeed, be preserved in this manner, but even then it is seldom resorted to by really expert and scientific embalmers unless they already have experienced great difficulty in injecting the arteries. There is no scientific reason why arterial embalming may not be as well done with the bodies of infants as with those of adults, although practically it sometimes is found inadvisable on account of the great length of time that might be consumed under some peculiar or special circumstances.

COFFIN WOOD FROM JAPAN

One of the principal commodities that is being exported from Japan at the present time to the battlefields of Europe, is the material for making coffins in which to place the bodies of the dead soldiers, and Japan is doing a fine business just now along that line. It has been found that the wood the Japanese send to Europe is more suitable for the making of coffins than any other that can be obtained and for that reason lumbermen of the Oriental kingdom are doing a flourishing business and expect to be in a position to keep up the supply as long as the demand lasts.

EARLY DAYS *of* C.E.A.

During the past couple of months we have been publishing articles on the early days of the Canadian Embalmers' Association, and they have proved very interesting to readers. We are therefore continuing them. Last month we published the constitution of the organization, while this month we are giving the first twelve of the By-laws. The others will follow.

By-Laws

Article 1. It shall be the duty of the President to preside over all meetings of the Association. He shall enforce a strict observance of the Constitution and By-Laws, decide all questions according to parliamentary usage. He shall appoint all committees unless otherwise ordered. He shall have the casting vote in case of a tie, and a general supervision of the affairs of the Association.

Article 2. It shall be the duty of the Vice-Presidents to assist the President in the discharge of the duties of his office, and in case of absence, death or resignation of the President, they shall act as President, having preference in order of their election.

Article 3. It shall be the duty of the Secretary to attend all meetings of the Association, keep a correct record of the minutes of each meeting, and a correct record of all officers and members of each meeting, to keep a correct record of the accounts of the Association, to pay over all moneys received by him to the Treasurer, taking his receipt therefor, and to perform all other duties that may belong to him by virtue of his office, and for his services shall receive the sum of $100 annually.

Article 4. It shall be the duty of the Treasurer to make a full report of the fiscal affairs of the Association at each annual meeting. The money received by him shall be paid out only by a vote of the Association or order of the President, authorized by the Secretary, and he shall give such bonds as the Association may direct.

Article 5. The Executive Committee shall have charge of all preliminary arrangements, and shall prepare the business of each annual meeting, and perform such other duties as they may from time to time deem for the best interests of the Association. And they shall also constitute a Grievance Committee, whose duty it shall be to take action on all grievances reported to them by the Secretary as soon as practicable, reporting their decision to the Secretary; their decision being final and can only be reversed by the action of the Association in Convention assembled; and to keep a correct record of their actions and to report at each annual meeting.

Article 6. There shall be a Standing Committee consisting of five, on Constitution and By-Laws and Finance, and all matters relating to those subjects shall be referred to these Committees for report.

Article 7. This Association will sustain any and all its members in good standing, in the discharge of their duties towards one another, and protect their interests from unprofessional conduct by a brother Undertaker or Manufacturer, who may violate the rules or regulations of this Association.

Article 8. All applications for membership shall be made in writing, upon blanks, furnished by the Secre-

tary for that purpose, and shall be presented to this Association at any regular meeting, and by receiving a two-thirds vote of the members present at each meeting he shall be elected, providing he shall comply with the By-Laws of this Association.

Article 9. All Undertakers engaged in the Undertaking Business in their own name, at the present time (July 3rd, 1884,) in the Province of Ontario, shall be eligible for membership, who is of good moral character, and who is provided with the necessary stock and equipments to professionally perform his duties.

Article 10. Each and every party, or parties, who may after this date start business as Undertakers within the jurisdiction of this Association, may become members by making application to the Secretary and paying the sum of $25 dollars, and shall be approved by at least three out of four of the nearest members of this Association in good standing to the applicant's proposed place of business, and receiving the approval of the Executive Committee.

Article 11. Each new member when first starting business, shall within sixty days after his admission into the Association, carry a stock of undertakers' supplies; such as caskets, coffins, robes, linings, hardware, etc., worth not less than $500 clear of all encumbrances. He shall also be required to build or purchase a hearse within six months after his admission. Any new members not complying with the Article shall be dropped from membership.

Article 12. Firms composed of more than one member, can be admitted to the meetings of this Association, but will have only one vote. Members may be present in person or be represented by proxy, said proxy to be associated with him as an assistant undertaker, and a member of this Association; and where the membership is composed of a firm of more than one member, but one of said firm, or their assistants shall be allowed to vote or take any part in the business of the meeting.

Conducting a Funeral

LAST month, in answer to a request from a subscriber, we gave some interesting and valuable hints and suggestions on conducting a funeral. We dealt with "The first call," "Funeral directing," and "Large church funerals." This month we further continue the subject.

Service at the House

Arrange your chairs so as not to crowd the mourners and clergyman at the time of services. Put the relatives at the head of the casket if possible. If you have a choir see that they are in reach and touch with the clergyman in case he wants a certain hymn or selection that the family may prefer. If room permits it is well to reserve the room where the remains are in for relatives, and the adjoining room for the friends. If you have a profusion of flowers always place the ones from the family nearest the casket. I myself do not like the idea of putting flowers on the casket if I can avoid it, as they dampen and soil either polished or cloth caskets, and more or less hide the design on your case. Make a background of your flowers behind and around the two ends. It is well to mix your flowers with palms or evergreen so as to break up that cluster of sameness. Of course this is optional with you. It is better if you can persuade the relatives to take leave an hour or so before the service. If they insist on remaining until the service is over, then remove the lid of your casket so as the relatives will not require a step-ladder to reach the loved one, as you know some of the caskets are very deep and it is very difficult for aged people to reach the remains through the face plate only to take a last farewell. By removing the lid you do away with stools and chairs for people to kneel on in taking leave of the remains. After they are through, ask the friends if they wish to view the remains, see that no confusion occurs in the blocking of doors, passages, etc., then remove all cards from flowers, and carry them to the carriages. At this time you can place the flowers from the immediate relatives on top of your casket. Do not carry them like a lot of cordwood and do not run up and down the steps in doing so, as I have seen some people do, move about in that spirit-like way, not too fast and not too slow. Be smooth, quiet, place your bearers in a place where they can render you assistance, for some times you and your assistants have all you can do under the weight. Have your carriages arranged so as to have no confusion when leaving the house. Place the minister in his carriage, then your pall bearers, then proceed to the inner door of the residence and call the name that is on your carriage list, while your assistants see that they are comfortably seated in the carriage.

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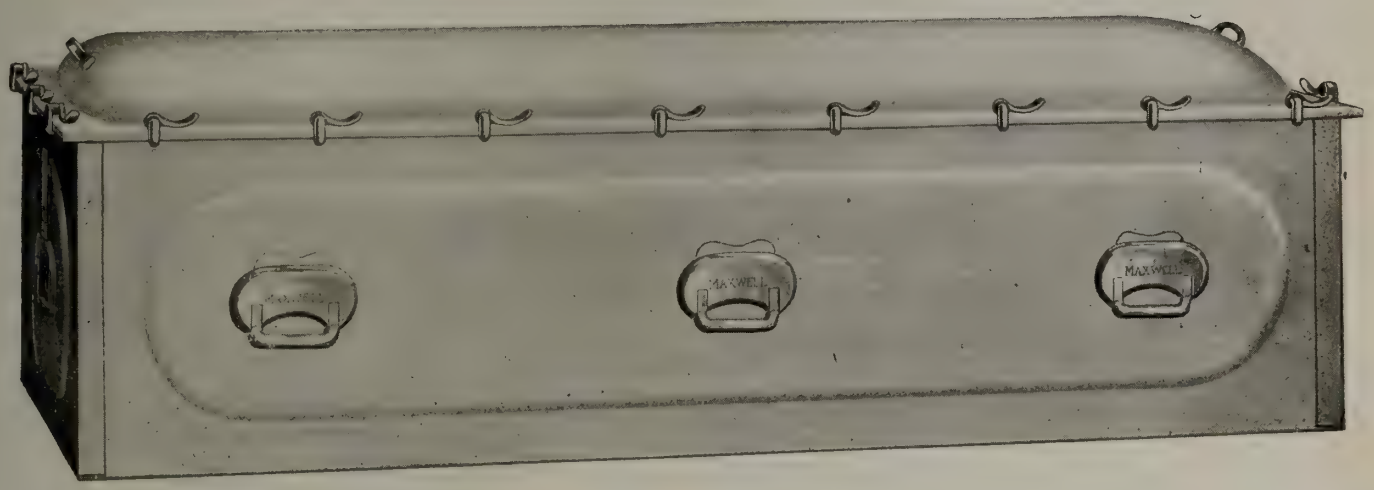
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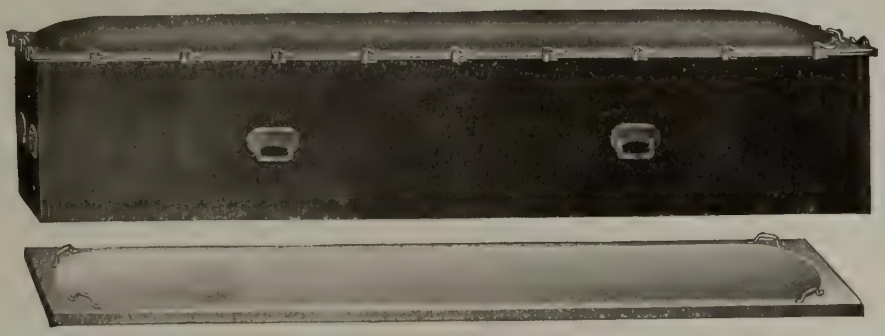
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Importance of Our Calling

By Robert R. Loudan, F.L.C.E.

Editor's Note—The following address was delivered by Robert R. Loudan, F.L.C.E., of Armagh, Ireland, before the Belfast and North of Ireland Funeral Undertakers' Association, on his return from a visit to Canada, where he attended the annual convention of the Canadian Embalmers' Association. His remarks will be particularly interesting to readers, because of his references to Canada.

Mr. Loudan is a fully qualified embalmer—the only one in Ireland—and is a graduate of the London (England) College of Embalming. He has done much for the profession in Ireland. His address follows:

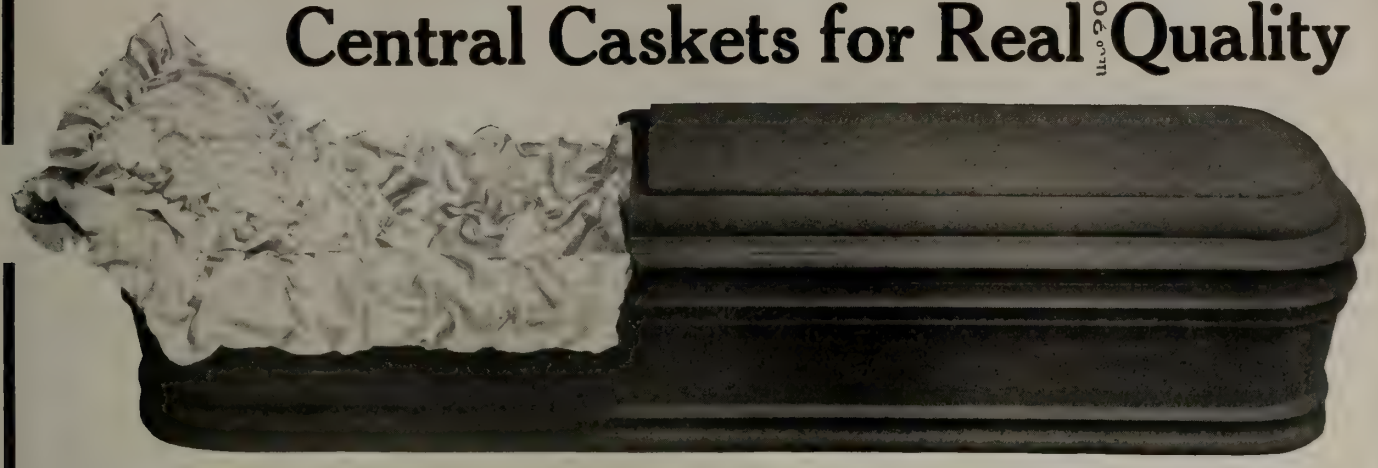
Mr. President and Gentlemen,—It gives me pleasure to address you to-day, and although I purpose dealing only with elementary matters connected with our profession, yet I trust what I endeavor to put before you will be beneficial. Our business is legitimate and therefore of importance to the world in which we live. Ours is a business that is bound to come into the life of almost every man and woman at some time. Therefore the importance of our calling is clear to any thinker. We are brought into the family, when one of the most sensitive and sentimental parts of our beings is touched. A father, or mother, or child, son or daughter has been called away by death; all the feelings of nature are stirred more or less. We are expected for the time being to become the friend of the bereaved. The doctor and clergyman have passed off their duties, and their work is practically over. Now the question arises what is to be done with the remains of the loved one. The friends can keep it no longer, only a few days more, and hence we in our business are called in. And then what should become the important question with us in our profession is—How can I carry out my part properly, and how can I best meet the requirements of those immediately concerned? This in itself is no small question for the undertaker. We therefore require in the first place to know what is wanted, and learn of those in charge what is required. This being done we then suggest that the remains be seen and if possible find out the cause of the death; it may be a very urgent case and if so will need immediate attention for the sake of all concerned. (Dropsical cases, for instance, must be seen to at once and the necessary precautions applied.) Having made sure that the body is made presentable and as lifelike as possible, removing anything unpleasant about the features so that the friends may look on the beloved form and think of them after the interment and remember them what they were like in life. The professional undertaker should not have to hurry up his work as is often the case, and close up the casket in order to hide from view what was a few days previously living and part of themselves. The undertaker who studies these matters and makes it his business succeeds. If on the other hand carelessness is exhibited, unsatisfactory reflections are expressed for years afterwards. At this time it may be necessary to emphasize the fact that the up-to-date undertaker is a sanitarian and that of no mean order. He should understand the cause of disease, he should know the human frame and be able to meet any exigency that may arise in his profession. So that brings us to the important question of the higher education of our members. We remember the past, say thirty years ago, when the disposal of our dead was carried out under very crude conditions. Ask yourselves—Would this do to-day? Now what looms before my mind is when every other profession has progressed and developed, and its members eagerly sought after the best, we, I fear, have not been so energetic. Why should we not have the best known methods? I am strongly convinced that it is a far more important matter to see after the initial stages, including principally the preparation of the body prior to interment. It is true we have made considerable advance as far as the outside is concerned, both in horse and motor transportation, and rightly so, but as far as the sanitary and hygienic preparation of the remains it is just where it was thirty years ago. I am sure there is not a member here that has not frequently met with cases where they knew not how to act and so protect the bereaved and humanity itself from not only the dangers but strikingly unpleasant conditions that abound, his only safety being to hurry matters up. Now this should not be. We ought to know, and there is no



Robert R. Loudan, F.L.C.E.
Of Armagh, Ireland, who visited Canada this year, and delivered the accompanying address on his return to Ireland.

reason in the world why we should not thoroughly understand what to do. In Canada and the United States, take the ordinary everyday undertaker, we would have no standing alongside of him. In those countries, the undertaker and embalmer is acknowledged by the State and must pass his examination, have his license and hold his diploma before he can carry on his profession. Our business is honorable and ought to be carried out on the best lines known. The first question should not be, how will this pan out financially, your work is what tells, and we have every right legitimately to be compensated for our work and energy, and our fees are just as legal as any other professional man. A pertinent question that faces me at the moment is—Is our business merely a trade or a profession? If it is only a trade it means we have a coffin to sell and a motor hearse or horse to hire, and it ends there. But, if on the other hand we make it a profession it goes beyond this and the professional goes ahead: he thinks; he is alive to the best; he improves. The tradesman has only one idea, to sell his goods; the professional goes further and says—Can I help? can I so get through my work that the friends and humanity may be the better? can I help to remove unsanitary conditions and stop the spread of disease? Professor Charles Dhonau, of America, once said, "The professional undertaker goes about his work with his first thought, Can I alleviate the anguish of the passing moment and present the beloved dead in a natural condition." I repeat again that every progressive under-

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We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out **DIOXIN** as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that **DIOXIN IS** the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before **DIOXIN** will be used by every funeral director who demands the best.

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taker will see to it that when his services are required he is fully competent and thoroughly understands his duty in order to carry out the sacred trust that is put upon him, to reverentially take care of and dispose of the departed. I may mention here that the formation of a class is contemplated, and if it meets with the approval of our Association will soon be formed for the teaching of the art of embalming, and higher methods. I venture to prophesy before long in our new world after this war is over, the health authorities will require every undertaker to qualify and hold his license and diploma before he can carry on his profession.

To revert to our subject. Supposing the ordinary undertaker, who knows how to construct and upholster a casket, turn out his hearse and carriages, was asked would he see after the sanitary disinfection of a body and make it and the death chamber impossible to spread diseases contagious or infectious, would he be prepared to do this simple matter? Would he know how to make matters safe so that a medical man could pass it? How many have the intelligence to carry work like this through satisfactorily, or would be like a man without his full equipment. These are pertinent but important questions for an undertaker to ask himself. These remarks should help to impress on us the importance of our calling and urge us on to higher methods which our profession and humanity lawfully demand.

In closing I desire to thank you for your consideration and I trust my remarks will be of some service and show us the necessity of being fully up-to-date.

MANY CANADIANS AT EMBALMING LECTURES AT BUFFALO

The annual series of lectures and demonstrations put on by the Central Casket Co., were held at Buffalo, Jan. 2 to 5, and drew the largest and most enthusiastic audience since the inception, which speaks volumes for Prof. H. S. Eckels, of Philadelphia, to attract such a gathering just at that time of year, and who in his usual thorough, scientific, practical and gentlemanly manner, held the undivided attention of his listeners, with another session of high-class lectures.

R. S. Flint and J. A. McLaughlin, representatives of the Canadian Branch of the firm, were on hand, to look after the welfare of the Canadian visitors who were taking advantage of the opportunity to gain further knowledge in the science of embalming.

There were about 125 visitors in attendance, including several lady embalmers, and among the Canadians noticed, were: N. A. Craig, Toronto; R. U. Stone, Toronto; C. A. Connors, Toronto; F. B. Myers, Toronto; W. W. Deavitt, Toronto; A. McCabe, Toronto; F. J. McArthur, Cobourg; E. F. Best, Simcoe; Jos. Taylor, Tilsonburg; J. T. Romp, Fonthill; Chris. Dreisinger, Elmira; R. S. Disney and F. A. Letcher, Port Perry; Geo. Sutherland, Welland; G. A. Hicks, Smithville; Wm. Dwyer, Hamilton; Harry Dell, Ridgeway; J. J. Attwood, Bridgeburg; D. A. Bonesteel, Ingersoll; J. Carscallen, Napanee; John Kalbfliesch, Tavistock; Robt. A. Breckenridge, Owen Sound; Jos. Imla, Belleville; C. J. Heaslip, Hagersville; S. A. Hewitt, Mitchell; O. T. Ball, Ayr; Jas. O'Hagan, Canadian Furniture World and The Undertaker.

The affair this year attracted the attention of the Buffalo Courier, who sent their official photographer down to get a group view, and the reproduction appeared in the following Sunday illustrated section.

Mr. R. U. Stone, of Toronto, was called on by Prof. Eckels, and in his speech proved himself worthy to stand beside any lecturer; with his high ideals, simple demeanor, and absence of bluster he surely convinced the audience of his sincerity of purpose in this work, and the proof of the fact that the best methods were the easiest, safest and most profitable. Anyone who has heard Mr. Stone can readily understand why the business he is at the head of, is prospering and will continue so, as they can tell, he is building on the firm and solid foundation of real efficiency and service.

Prof. C. A. Genung, of Waterloo, N. Y., dropped in, and addressed the gathering several times.

Mrs. Chandler handled the buffet luncheons in the same excellent manner by which she has won the regard of all who have ever attended.

On Friday evening, the Canadian delegation entertained Mr. and Mrs. Chandler to dinner, and the boys say that a most enjoyable evening was spent.

Altogether the visitors had a most profitable and enjoyable time, and it is assured that next year the representation from Canada will be such that will make the affair really international.

Mr. Chandler and his firm are to be congratulated on their efforts and the increased success of their convention.

Gossip of the Profession

Preston Thompson has taken a position with "Stone," Undertakers, Toronto.

N. B. Cobbledick, East Toronto, has recovered from a severe cold, which confined him to the house.

C. A. Connors, of Toronto, has put in commission a fine combination motor waggon and funeral car.

In the recent fire in the casket factory owned by Bertram S. Jewell, of Vancouver, B.C., the loss was $4,200.

G. A. McKague, of Saskatoon, has been visiting in the east for several weeks, spending five or six days in Toronto.

The W. H. Wattman Car Body Co., of Toronto, has received orders for motor funeral cars from three well-known funeral directors.

John M. Bryne, of Decatur, Ill., is to assume the duties of permanent secretary of the Casket Manufacturers' Association of America.

The Irish Ironmonger states that a further increase of 15 per cent. decided on by the coffin furniture manufacturers, makes the war advance 100 per cent.

The Undertakers' Journal, of London, Eng., in a recent issue, reproduced the address of Prof. Chas. O. Dhonau, on "The Composition of the Blood," which he delivered before the Canadian Embalmers' Association at their convention, and which was published by the Canadian Furniture World and The Undertaker.

ONTARIO BOARD WILL CONDUCT EXAMINATIONS ON FEBRUARY 21

The Ontario Board of Examiners, under the Embalmers and Undertakers' Act, will conduct an examination at Toronto, on Wednesday, February 21. Candidates wishing to take the examination, have to send applications to T. E. Simpson, Secretary-Treasurer, Sault Ste. Marie. An executive meeting of the Board will be held on the previous day.

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Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

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D. P. Fry. 'Phone 68.

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59 King St. W.
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Ingersoll—
McIntyres, F. W. Keeler and R. A. Skinner, props.

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Reid, Jas., 254 Princess St.

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Washington & Johnston. 707 Queen St. E. Corner of Broadview,

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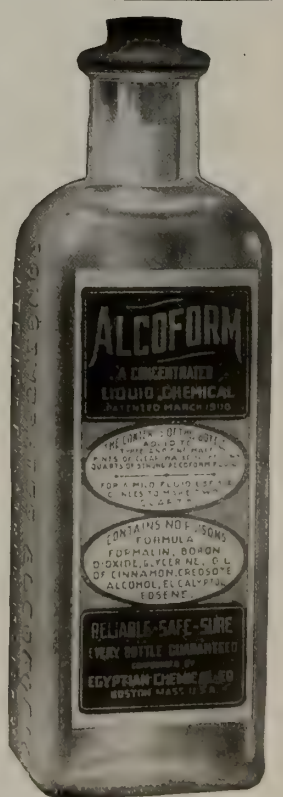
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Examination

—By—

The Board of Examiners

—To be Held at—

Toronto, Wednesday, Feb. 21st, 1917

The Government Board of Examiners, under the Embalmers and Undertakers' Act, will conduct an Examination in the Parliament Buildings, Toronto, on Wednesday, February 21st, 1917, commencing at 10 o'clock in the morning. Candidates wishing to take the Examination for qualification and Government License, will send in their applications and fee of $20.00, to the Secretary, not later than February 10th, 1917. Blank forms of application can be had on application to the Secretary.

T. E. SIMPSON,
Secretary-Treasurer,
Sault Ste. Marie, Ont.

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Vol. 7 No. 3 MARCH, 1917

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PATENTS

Selling Agents

John C. Mundell & Co., Ltd.

Elora, Ont.

Tennessee Cedar Chests

Absolutely moth-proof. Made in three popular sizes Best copper trimmings used throughout. We can make immediate shipment.



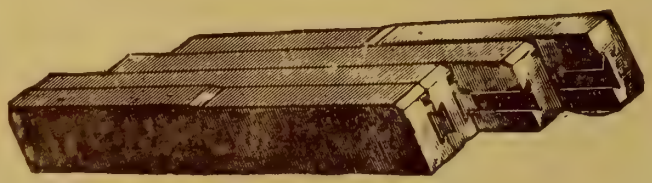
Mahogany Finished, Made in Three Sizes.

Every Woman Wants One

Their handsome appearance and great utility make them favorites with all. The price will enable you to make a good profit.

D. L. SHAFER & COMPANY, ST. THOMAS, ONTARIO

THE WABASH SLIDE



MADE BY

B. WALTER & CO., WABASH, IND.

The Largest EXCLUSIVE TABLE SLIDE Manufacturers in America.

SLIDE making a SPECIALTY BUSINESS

Because of our SPECIAL EQUIPMENT we can make SLIDES BETTER and CHEAPER than the furniture manufacturer who makes a dozen articles.

Many of THE BEST CANADIAN TABLE MAKERS are using WABASH SLIDES.

WHY ? Because we make a better slide at a lower cost.

DEALERS—INSIST on WABASH SLIDES

MADE IN STRATFORD CANADA

DIRECTORY

Geo. McLagan Furniture Co.
Limited
Medium and High Grade Dining Room, Parlor, Hall and Library Furniture.

Farquharson-Gifford Co., Ltd.
Specialists in Revolving Seat Davenport Beds, and Living Room Furniture.

Stratford Chair Co., Limited
Diners, Rockers, Bedroom Chairs, Office, Den and Library Chairs, Children's Chairs. Buffets and Extension Tables. Dressers and Stands, Chiffoniers.

The Kindel Bed Co. Limited
Davenport Beds.
Living Room Furniture.

Globe-Wernicke Co., Limited
Globe-Wernicke Sectional Bookcases. Globe-Wernicke Filing Cabinets, Filing Cabinet Supplies, Stationers' Goods.

Imperial Rattan Co., Limited
Upholstered Reed and Willow Furniture of every description. Upholstered Living Room Furniture and Chesterfields, "Old Hickory" Rustic and Garden Furniture.

Classic Furniture Limited.
High Grade Bedroom Furniture in Mahogany, American Walnut and Quartered Oak.

Stratford Manufacturing Co.
Limited
Kitchen Cabinets, Bake Boards, Ironing Boards, Clothes Racks, Step Ladders, Lawn Swings, Park and Verandah Seats, Camp Furniture, Assembly Room Seats, Canvas Cots and Chairs, Folding Chairs and Tables

Stratford Bed Co., Limited
Brass Beds and Costumiers, Brass Fire Place Rails.

Stratford Desk, Limited
Office Furniture.

Success

Someone asked a great merchant the secret of his success.

"I make it a rule," said he, "to carry lines from reliable manufacturers, and nationally-known goods which have such great value and quality that the public always feel safe in buying them."

The above statement expresses in one terse sentence the reason why Stratford lines are popular with the Canadian Furniture Trade.

Nearly every line of furniture is represented in the Directory list on this page.

They are profitable lines for you to carry, Mr. Dealer.

Our combination shipping facilities are also a decided advantage in ordering Stratford lines.

Link up with Stratford lines for Spring trade and you'll be successful.

Stratford
Furniture
Manufacturers

The Original Lloyd's

"PRINCESS"

Go-Cart, Sulky and Carriage Line

Fit for the Child of a King



Style Makers

Write for Catalogue or Salesman to Call

Lloyd Manufacturing Co.

Kitchener Canada



Sleep is Sweeter on L & P Coil Springs



Thirty years ago Leggett & Platt made the first absolutely satisfactory single coil spring.
Ever since then they have held their place in the van of progress—and **quality** is the reason why.
You ought to know more about Leggett & Platt Coil Springs—the knowledge will help you in business. Full particulars of the line will be mailed immediately on your request.

because they adjust themselves perfectly to every motion and attitude of the sleeper. That's why you find coil springs used in all luxurious upholstered furniture, in all the best hotels and in every berth of a Pullman car. And easily the most extensively used are

Leggett & Platt

COIL SPRINGS

TRADE MARK

Leggett & Platt

It's Your Move Now

Drop us a line on your letterhead (for we deal with the trade only)

Leggett and Platt Spring Bed Co., Limited

Windsor, Ontario

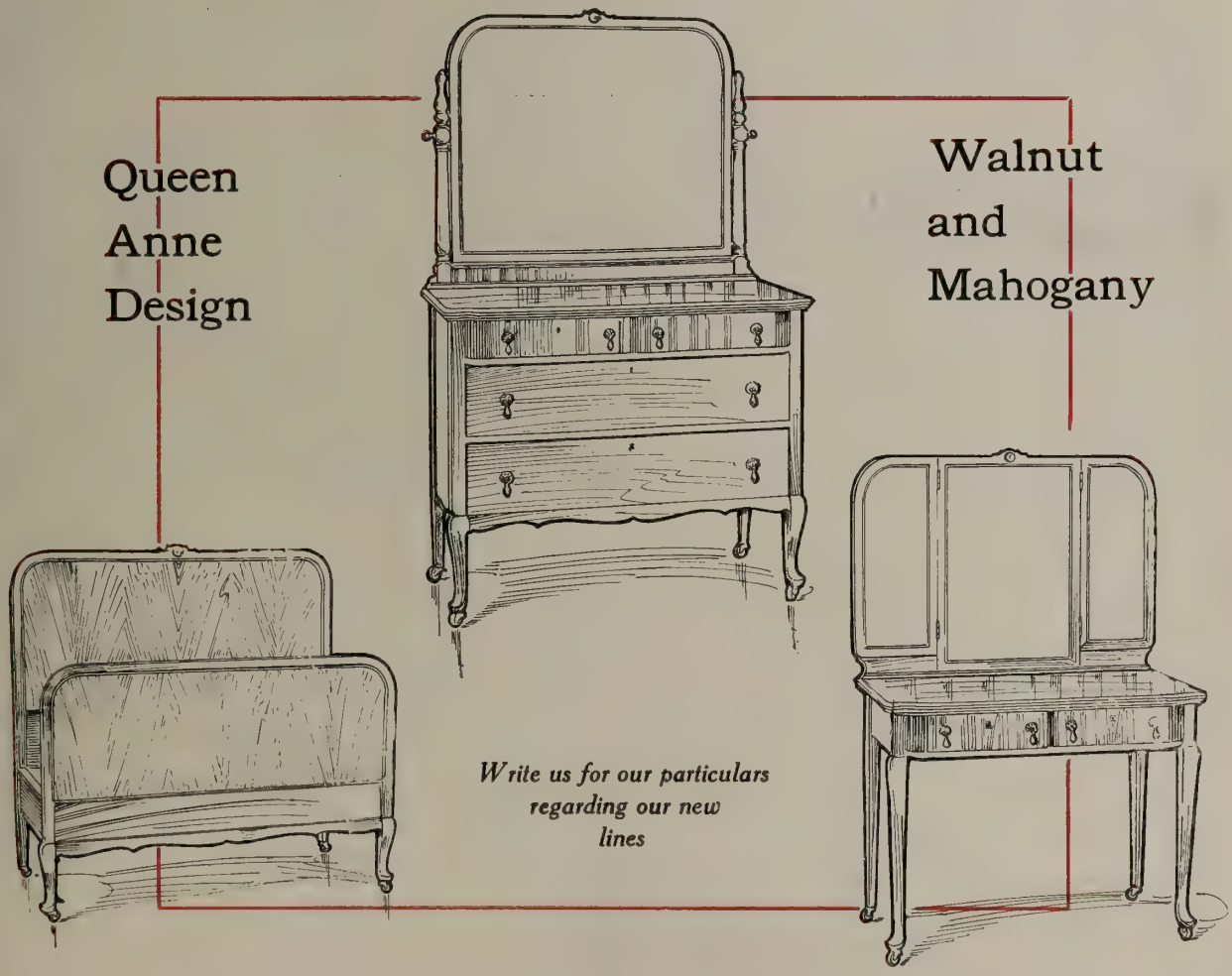
MADE IN STRATFORD CANADA

Right

McLagan Bedroom Furniture is right—right in finish, right in construction and right in design. It is a certain profit producer for you because it is also right in price.

Queen Anne Design

Walnut and Mahogany



Write us for our particulars regarding our new lines

The George McLagan Furniture Co., Limited

Stratford Ontario

DU PONT FABRIKOID

REG. U. S. PAT. OFF.



CRAFTSMAN QUALITY

FOR UPHOLSTERY

PREVALENT conditions in the leather markets make to-day the opportune time for adopting CRAFTSMAN QUALITY FABRIKOID. Such adoption assures an ample supply of covering material of uniform quality. Adopting CRAFTSMAN QUALITY FABRIKOID is not an experimental procedure. Thousands of yards are now on many well-known upholsterers' divans, couches, library and theatre chairs. CRAFTSMAN QUALITY FABRIKOID is distinctive in appearance, impressive to the customer, and is superior in service to much of the so-called leather available to-day.

Upholsterers who have adopted CRAFTSMAN QUALITY FABRIKOID are increasing their orders and using it to displace the costlier but poorer quality of leather.

ASK FOR SAMPLES OF CRAFTSMAN QUALITY FABRIKOID. WRITE TO-DAY

CRAFTSMAN QUALITY U-2 GRAIN MOORISH FINISH

Du Pont Fabrikoid Co.

Wilmington, Del.
Toronto, Ont.

FACTORIES: Newburgh, N.Y. Fairfield, Conn. Toronto, Ont.



Toronto Furniture Company Limited

Toronto, Canada

Popular Priced

High Grade

Correct Period Furniture

Dining Room and Bed Room

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited

Owen Sound Ontario

Manufacturers of Medium and High Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



20 MAUD STREET TORONTO



SPECIAL NOTICE—The output of our factory is being taxed to capacity to meet the requirements of our dealers. To ensure a reasonably prompt delivery, send your order in now.

No Limit To Its Uses

Please, please don't get the idea that the usefulness of an Elite Folding Table is confined to cards. The fact is it can be used for everything for which an ordinary table can be used—with this notable difference: an



can be folded up and put away when desired. This is one of the reasons why it is such a ready seller. Our advertising has done much to popularize this table and create a steady demand for it.

Hourd & Co., Limited *Sole Licensees and Manufacturers* **Dept. 'W' LONDON**

MADE IN STRATFORD CANADA



Real Outdoor Furniture

YOU will surely want to handle the best and most profitable line of outdoor furniture this year—that is the

"Old Hickory" Line

It is comfortable, artistic, almost lasts forever, and is the only real outdoor furniture, and it is the most reasonable in price.

Prompt shipments now. New catalog upon request.

Imperial Rattan Co.
Stratford Limited Ontario

Mr. Furniture Dealer :

Are you getting and reading The Canadian Furniture World and Undertaker regularly ? If not send $1.00 to address below, and the paper will come to you, postpaid, each month.

The Commercial Press, Limited
32 Colborne St., Toronto



The Meaford Line

The exceptional charm of Meaford Furniture is attained without sacrificing for an instant the immense merchandising value of low prices. The design is correct and attractive, the prices far from high.

The Meaford Line comprises most attractive

Bedroom Suites
Diningroom Suites
Odd and Matched Den and Library Pieces
Centre Tables
Jardiniere Stands
Medicine Cabinets
Music Cabinets
Hall Racks
Seats and Mirrors
Wardrobes

Meaford Furniture has all the qualities of good furniture, superior designing, sturdy, durable construction, careful finish, as well as good packing—but the price is low. The better appearance and careful workmanship assure you attractive merchandise, and prices make sales certain. At the same time Meaford Furniture yields a good profit.

We wish to call your attention to one of our new bedroom suites. The one shown at the top of this page is made of Birch lumber, and finished in mahogany, walnut, ivory, or white. This suite is selling well—get it on your floor to-day.

The Meaford Manufacturing Co., Limited

Meaford Ontario



Spring 1917

We are showing this season many new and exceptionally attractive groups arranged in perfectly matched suites for diningroom and bedroom.

No oddities are offered, as freak lines add confusion to the market and eventually prove costly to both buyer and manufacturer.

The new period groups are well designed after some of the most popular period motifs, dependence being placed upon the true worth of these suites to secure your approval and orders. If you wish to give your business that stabilty that makes for a steady upbuilding of sales, you must see that every piece of furniture you sell is more than merely satisfactory—see that it has that "overflow of quality" that brings recognition by the customer in mouth to mouth advertising.

We are putting that overflow of quality into our new suites. Get acquainted with The Meaford Line and you'll understand the significance of what others are finding.

The Meaford Manufacturing Co., Limited

Meaford Ontario

The Most Attractive Line

Ever on the market in Canada

Notable and distinctive in design, exceptionally fine construction, embodying many points of merit at prices which enable the dealer to meet the demand of his trade.

In every point, construction, durability and appearance, N. A. Chairs equal the imported goods you have been buying and the prices will suit you well.

WRITE US FOR PRICES

The North American Bent Chair Co. Limited

Owen Sound Ontario



No. 32

Made in Walnut and Quartered Oak

Each succeeding Furniture Season proves "Elmira Chairs" are real sellers

We are preparing for our largest spring business.

Our stocks are heavy, and consist of chairs for the dining room, living room, library, parlor and bedroom.

A good assortment of designs in William and Mary, Jacobean, Colonial, Sheraton, and modern straight line designs. Made in American walnut, mahogany, and quartered white oak.

Get in touch with representatives of the "Elmira Line."

DINERS · CHAIRS · TABLES · ROCKERS · THE ELMIRA LINE MARK OF QUALITY

THE ELMIRA FURNITURE COMPANY, LIMITED

ELMIRA ONTARIO

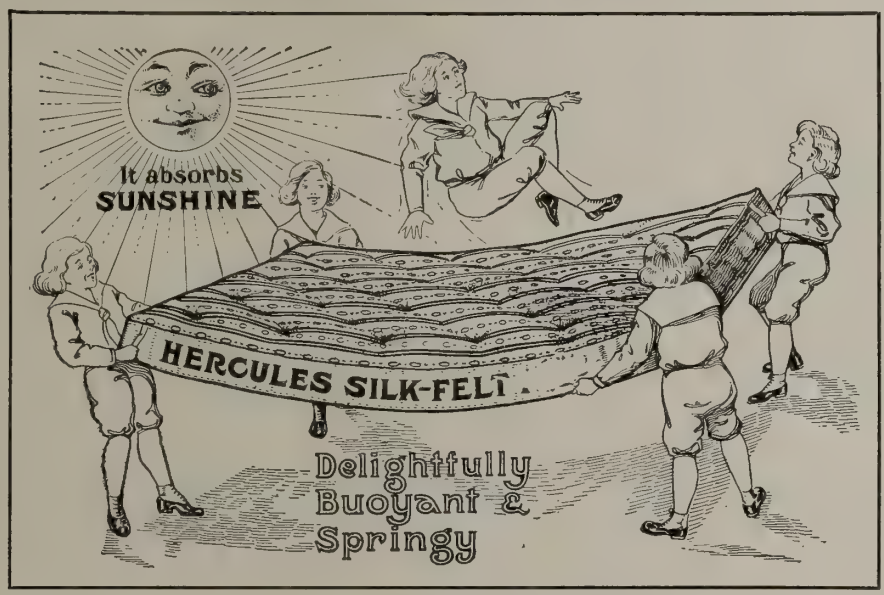
THE GOLD MEDAL LINE

Honest Value in Bedding

is what every dealer has the right to expect from the manufacturer. We make a large variety of mattresses in mixed fiber and felt, all layer felt, and a specially high grade mattress of pure kapok and snow white layer felt.

Hercules Silk-Felt Mattress

Gives The Buyer Lasting Satisfaction



Gives The Dealer a Fair Profit

Send in your orders now and try a sample of "Hercules Silk Felt." There is no possibility of prices being any lower this year.

HERCULES

REGISTERED

BED SPRINGS

Made with all steel or wood frames. They are without a peer for strength and resiliency. No other woven wire spring can approach them in value.

THE GOLD MEDAL FURNITURE MFG. COMPANY

Limited

TORONTO MONTREAL WINNIPEG UXBRIDGE

WHO AND WHAT
ARE THE COMMERCIAL UNDERWRITERS?

THEY are adjusters of bad accounts, NOT a collecting agency. The Commercial Underwriters' system is "Direct from Debtor to Creditor." They refuse to handle any of the merchant's money. Mr. Merchant, if you have any bad accounts, write us. Our system will make them pay. Our system is known as the THIRD DEGREE.

Through the Commercial Underwriters' System you can put your business on a cash basis. John Jones comes into your store and says: "Mr. Merchant, I am working down at the Trunk Factory. I get paid every two weeks. I want to do my trading in your store." "All right, Mr. Jones, how much credit do you want every two weeks?" "I want ten dollars' worth, Mr. Merchant, and as soon as I get my pay I will pay you." Now, Mr. Merchant, you do not know whether John Jones is sincere in what he says or not. Your past experience will tell you that all men do not live up to their word. You say, "Yes, sign this charter of the Commercial Underwriters, and I will trust you." You send the charter into the Commercial Underwriters' office, and anytime that Jones runs away or fails to pay you, we will, and in three days after the notification reaches our office, your money that Jones owes you is on its way to you—putting your business on a cash basis.

This morning's mail brings us letters from merchants reporting to us, who have paid. In a letter from Oshawa the merchant says: "Some of the money you have adjusted for us is like finding it, and we thank you." Another letter from a merchant in Hanover says, "Come on to Hanover, and I will take you out and introduce your representative to the other merchants, and tell them what the Commercial Underwriters have done for me." Another merchant from Mount Forest says: "Your system of adjusting debts is a Wonder." Another merchant from Palmerston writes: "Note that Mr. So and So has paid his account, which is outlawed." A Doctor from Drayton writes, thanking us for adjusting over twenty-five accounts. What we have done for others, we can do for YOU.

Write us and we will send you full particulars. The best piece of advertisement we have is "SATISFIED MERCHANTS," and we have them all over the country.

COMMERCIAL UNDERWRITERS

36 JAMES STREET SOUTH - - HAMILTON, ONTARIO

All the Babies Boost for the Sidway



It takes care of their comfort; their health and their little whims as well.

This illustrates one of our 1917 window displays. No mother can pass your window if it's decorated with these cute little babies. Yet this is only one item in our big campaign to help dealers sell Sidways. Write or visit our

Permanent Display: 215 Victoria Street

SIDWAY MERCANTILE COMPANY, TORONTO, ONT.

Manufacturers of REED, WOOD AND COLLAPSIBLE BABY CARRIAGES AND SULKIES

Maintaining Our Lead

For several seasons we have enjoyed the reputation for never failing originality. From the illustration on this page it is apparent that a most rigid standard is being upheld.

This dresser, made in Walnut, *William and Mary* Design, is part of a new suite of four pieces manufactured at our Kitchener factory.

No collection of matched bedroom suites could be better equipped to meet the needs of the large class of people in moderate circumstances who are learning to recognize and demand good furniture.

Take a tip—Write us now for our price on this suite ; it will interest you.

CANADA FURNITURE MANUFACTURERS LIMITED

General Offices : Woodstock, Ont. *Wholesale Showrooms :* Toronto - Winnipeg

Factories: Wingham Walkerton Wiarton Woodstock Kitchener Waterloo Seaforth



No. 9315



Remember

our Permanent Wholesale Showrooms at

136-140 King St. East, Toronto

are open all the year around and afford the dealer with a prospective customer every opportunity to make a sale.

When in Toronto make our Showrooms your headquarters.

MAKE YOUR DOLLARS

FIGHT

AT THE FRONT.

BUY

DOMINION OF CANADA

THREE-YEAR

WAR SAVINGS CERTIFICATES

$ 25.00 FOR $21.50
50.00 " 43.00
100.00 " 86.00

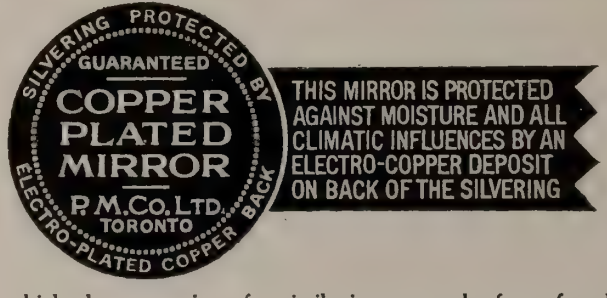
INDIVIDUAL PURCHASES LIMITED TO $1500.

FOR FULL PARTICULARS APPLY AT ANY BANK
OR ANY MONEY ORDER POST OFFICE

JAN. 9, 1917

FINANCE DEPARTMENT
OTTAWA

THE SIGN OF QUALITY



The label, of which above cut is a fac-simile, is now on the face of each light of our

COPPER PLATED MIRRORS

It is a *sign of quality,* as the silvering is guaranteed for all time. Climatic changes have absolutely no effect on it. Is this not worth while?

Manufactured by

PHILLIPS MANUFACTURING CO., LIMITED

258 to 326 CARLAW AVENUE TORONTO, ONTARIO

TWO POPULAR PIECES OF KNECHTEL FURNITURE



No. 164



No. 294

THE No. 164 Chiffrobe is made of oak, and is just the article for a bed-sitting room because it does not look out of place with sitting room furniture. It contains a commodious medicine cabinet with mirror door, five drawers and a good sized wardrobe.

No. 294 is in polished Empire mahogany finish with bevelled plate mirror, 15x26 inches, five drawers, and a deep wardrobe. A very handsome piece of furniture that matches our No. 146 bedroom suite, and makes an excellent boarding house piece.

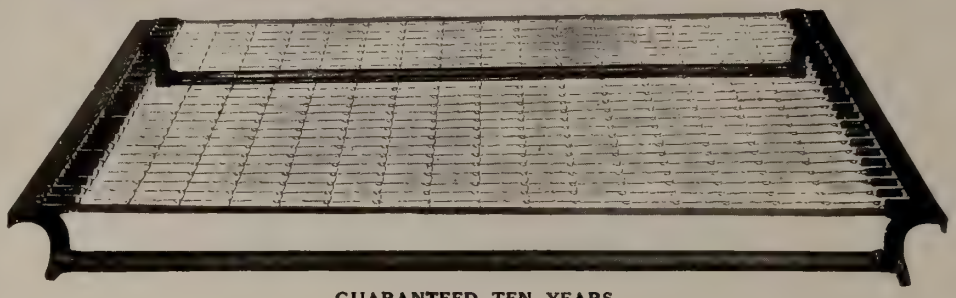
Every furniture stock should contain these two pieces.

THE KNECHTEL FURNITURE CO. LIMITED

HANOVER ONTARIO

The Royal Patent Twin Link Spring

is the best you can sell or recommend to your customers



GUARANTEED TEN YEARS

The most comfortable, noiseless, and lightest Bed Spring of this character ever devised.

Small mesh openings, longitudinal double wire links of just the proper size for flexibility, resilience, comfort and strength. There are no loose connecting links cross-wise to become displaced and noisy. The straight pull of the twin links on the helical springs means great comfort for both occupants of a double bed, as there can be no sagging whatever. Write for booklet.



The Canadian Feather & Mattress Co., Limited

TORONTO OTTAWA

MATTHEWS BROS., LIMITED

TORONTO 788 DUNDAS STREET CANADA

"MADE IN CANADA" MOULDINGS

of the finest design and practicability. All kinds of "Up-to-the-Minute" picture frames at prices that defy competition, all made and designed by

THE BIG CANADIAN MOULDING HOUSE

IF you know a Furniture Dealer or Funeral Director in Canada who is not receiving the Canadian Furniture World and The Undertaker as a subscriber you will favor the publishers by sending the address to 32 Colborne St., Toronto.

NEW ARTISTIC DESIGNS

In Walnut and Oak

OUR new designs in William and Mary period. In every detail they show quality, and when placed on your floor will sell at sight. For value we have never seen anything that can touch them at the price. Write us for illustrations and prices of our new lines. The wise buyer, however, will order a sample **now** for spring trade.

Our modern plant enables us to produce character furniture at moderate prices

Peppler Quality assures your customers satisfaction



No. 483. Walnut and Fumed Oak



No. 482. Walnut and Fumed Oak

PEPPLER BROS.
LIMITED

HANOVER ONTARIO



No. 705. William and Mary Bedroom Suite

The

"Twin" Pedestals

and the

TILT TOP



are by far the most important improvements in Extension Table construction that have been developed for many years.

First, our board of inventors devised the "Twin" Pedestal, with a resulting increase in the strength, stability, and convenience of the table. Then, struck with the necessity of a more convenient method of moving extension tables from one place to another, through narrow doorways and passages, also less dusting and drudgery, they worked out the "Tilt-Top"



These two features—with the TWINS—add the latest touch and produce *perfection.*

Yet They Cost No More Than Ordinary Good Tables

Is it any wonder that furniture dealers in every section of Canada are reaping a harvest of profit by selling TILT TOP-TWINS?

A word to the wise, GET ACQUAINTED with the "TWINS." Their company will be profitable for you, and any inquiry you like to make will be dealt with by return mail. Obey that impulse, do it now.

Chesley Furniture Co.

Limited

Chesley, Ontario

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

D. O. McKINNON
GENERAL MANAGER

JAMES O'HAGAN
W. L. EDMONDS
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

Feature Furniture for Gift Purposes Whole Year Round

No reason why furniture should not be bought for birthday, wedding and anniversary gifts—Value of special department.

A GOOD deal of furniture is sold for gift purposes just prior to Christmas, and The Furniture World sees no reason why similar gift furniture should not be sold all the year round. A good many gifts are purchased during ordinary times of the year—for birthday, wedding and other purposes—but dealers in other lines appear to be securing the greatest benefit from such purchases because they make a real genuine effort to cash in on this business. Look around you and you will find the hardwareman, the druggist, and the departmental store making a feature of gift articles during the entire year and finding it advantageous. What about the furniture dealer?

Furniture Well Adapted for Gifts

There is no denying that pieces of furniture are admirably adapted for gifts. Buyers are realizing now more than ever before that the greater the usefulness of an article the more suitable it is for a gift. The day of giving trifles of a flimsy and showy description which were never intended for actual use has nearly passed, and people are turning to the stores which offer articles of real service when they are buying a wedding or birthday present. The progressive furniture dealer has realized the value of a gift department, and many stores have set apart a section where are assembled articles suitable for this purpose.

An All-the-Year-Round Proposition

The gift department is an all-the-year-around proposition. Nearly everyone is called upon at one time or another to buy something for a friend. In many cases gifts of wearing apparel or jewelry are manifestly inappropriate except among intimate friends. There is not much danger, however, in buying gifts of furniture which are not suited to the taste and personality of the recipient. Articles for the home are nearly always acceptable. The assortment of small pieces of furniture suitable for gifts is more numerous and varied than ever before. Besides the conventional chairs and tables which are always in demand for gifts, novelties in the furniture line are constantly being placed on the market.

Value of Special Gift Section

Merchants who have taken the trouble to fit up a gift section of the store have been well repaid for their efforts. Some are even finding business is good in this department when it is dull in the lines ordinarily regarded as more staple. The most successful of these stores maintain that this department should be removed from the rest of the store, instead of displaying articles intended for gifts on the first floor mingled with the regular stock.

A separate room or section, if it is possible to arrange such, for showing gift pieces is much the better plan. Such a room adds greatly to the atmosphere of exclusiveness and distinction which appeals to the customer in search of a present. It is also easier to sell goods of high quality in this way and many persons are willing to pay a little more for something they intend as a gift than if they were buying it for their own use. Opportunities for gifts throughout the year are too numerous and too well known almost to mention. Weddings, anniversaries and birthdays are only a few of the occasions which start a procession of buyers to the gift stores.

If you inaugurate such a department it would be wise to announce the fact in quite large space in the local paper and mention it frequently in subsequent ads. You might adopt a line for the bottom of your ad., "Furniture makes an excellent gift. See our special gift department." Such a department would surely pay, and it would bring a larger number of patrons into the store to see general staple lines.



Suggestion for a large show card to use in the window or open space in your store to boost furniture for gift purposes.

A Campaign to Interest Public in Better Homes

Big campaign to be inaugurated to stimulate interest in the home and its furnishings — Proposed Canada co-operate and make it continent-wide.

THE desirability of a publicity campaign to interest the public in better homes has long been felt by those who have given thought to means and methods whereby a bigger and better business might be promoted in furniture and house furnishings. Efforts to inaugurate a campaign in this connection has been retarded by the realization that it would be necessary to approach it in rather an extensive and impressive manner in order to make it really effective and productive of permanent benefits.

To Stimulate Greater Interest in the Home

However, the matter has now been taken up by the Federation of Furniture Manufacturers, which has its headquarters at Grand Rapids, and with the assistance of the trade papers and allied trades, it is hoped to inaugurate a national campaign to stimulate a greater interest in the home and its furnishings.

Quite rightly, it is believed that this should not be a one man's movement or a movement by any one single branch of the trade, but that it should be approached in a really broad manner and the co-operation of all branches of the furnishing and allied trades secured.

All the Allied Trades to Join in Movement

A preliminary meeting to formulate plans was held at Grand Rapids on February 6, representatives of the Canadian trade papers being invited to be present. Both morning and evening sessions were very successful. Offers of co-operation and assurances of hearty approval were received from members of associations in the allied trades (carpets, upholstery goods, draperies, lace curtains and wall paper). It is also apparent that a national campaign to stimulate interest in the home and its furnishings, will have the support of women's clubs, educational societies, art societies, library societies and magazine men.

Start Off by Big Convention in New York, in April

It is proposed to hold a convention in New York some time in April (date to be announced later), when a national organization will be formed. A great work is being undertaken and the co-operation of every retailer, decorator, manufacturer and wholesaler, is desired.

The convention in April will determine the ways and means to be adopted to arouse a better knowledge of good furniture and furnishings and a greater demand for them. Prominent retailers, educators, publicity men and merchandisers, will be present, and the subject of promoting better and bigger business will be gone into along broad and extensive lines.

Canadian Manufacturers to Consider Matter of Co-Operation

There is no doubt that co-operation on the part of all branches of the Canadian trade in this big movement, making it continent-wide, would prove extremely beneficial to all concerned.

The Canadian Furniture World has taken the matter up with Wm. Cawkell, Secretary of the Furniture Manufacturers Association of Canada, and he is writing to members of the Association to get their views on the matter of co-operating in the campaign.

We believe that if the Canadian trade will co-operate in this movement, or conduct a campaign in conjunction with that which has been already started in the United States, that it would be an excellent means of interesting the Canadian public in better furniture and furnishings.

Campaign for Better Homes Would Mean Much to Furniture Trade

THERE is no doubt but that a campaign for Better Homes, especially if conducted on a broad scale, would prove extremely beneficial to all branches of the furniture trade, and it would be a permanent benefit, too, because once people get to appreciate good furniture it is their constant aim to be continually improving the appearance of their home.

Everyone knows the success attained by paint manufacturers and retailers in their "Clean Up and Paint Up" campaign, which has not only meant more business for those who promoted it, but has made many communities more sanitary, healthy and attractive to the eye. A campaign for Better Homes, particularly if the co-operation of women's clubs and educational societies were secured, should not only prove a means towards better business for the furniture and allied trades, but a big step towards kindling a greater appreciation of the home in the hearts of the people, something that is now badly needed in view of the tendency to subordinate the home to outside amusements.



Splendid example of what can be done in the way of store fronts in the small town. Show window in Luke Bros. store, Oshawa, Ont.

Good Store Front Adds Prestige and Increases Sales

Businesses are made or marred by character of store front—Some suggestions that will help the dealer in considering his own store front.

THE value of putting up a good front is recognized in every line of endeavor. Appearances count for much, and nowhere is this more true than in the retail business. This is very strongly demonstrated in our large cities where businesses are made or marred by just the matter of the store front. I know of a store that carries a full assortment of goods in its line, gives good service and even has a very good interior, but has been unable to attain any degree of success for the simple reason that the front is poor. It is unattractive and forbidding, giving the public a bad impression and making it impossible to arrange window displays that sell goods.

How About Your Own Store Front?

Every dealer will be able to bring to mind cases where stores are greatly handicapped by poor fronts. And it is quite often the case that a merchant is able to pick flaws in the store fronts of other dealers, but does not recognize those in his own. A dealer gets so used to seeing his own store that he is unable to see its faults. You may be such a dealer yourself for you are only human. Therefore, when you come down to your store to-morrow, try to view it through the eyes of an outsider—a critical outsider. You may find that it falls down badly in its mission of attracting the public and making sales and requires a complete overhauling, at least, if you look at it in a critical manner, you cannot help finding some features that might be improved.

New Store Fronts That Pay for Themselves

There are hundreds of cases where a new front in an old building, or an alteration of some kind, has paid for itself in a very short time. If you are deciding to alter your store front, or if you are building a new store, give a good deal of attention to the matter. Decide on the type of front that is best suited to your locality and to your particular line of business. There is no set design that will produce the best sales results, but there are undoubtedly certain types that tower far above others in the matter of creating trade. Some comment on the various types may prove of interest.

Unless the store stands in from the sidewalk or the sidewalk is particularly wide, or the window very deep, it is generally agreed that the window floor should be in a raised position, so as to bring the goods on display more within the line of vision of the person looking in the window. Dealers have added a good deal to the selling power of the window merely by the alteration of the floor, so as to have the display so that it will be better brought to the attention of passing customers. The height of the window floor sometimes has to be raised to suit the class of goods on display. For this purpose some dealers have removable floors of different heights that can be changed when desired.

Double-decked Windows

Quite a few dealers have adopted the idea of a double-decked display window, with the main display floor raised up to a considerable height and a supplementary display space below. Most dealers using this style of window that the writer has questioned on the matter, express great satisfaction with them. One dealer stated that when goods are taken from the main display that they are arranged in the lower section. He says that many people will see the goods on display, are interested but not quite decided to buy. A second view might be the means of making a sale, and if they have been taken from the main display floor, they are still to be seen in the lower section. He considers this one of the greatest values of the double-decked window.

The Rector—"What would be your idea of the best way to spread the Gospel to the uttermost parts of the earth?"

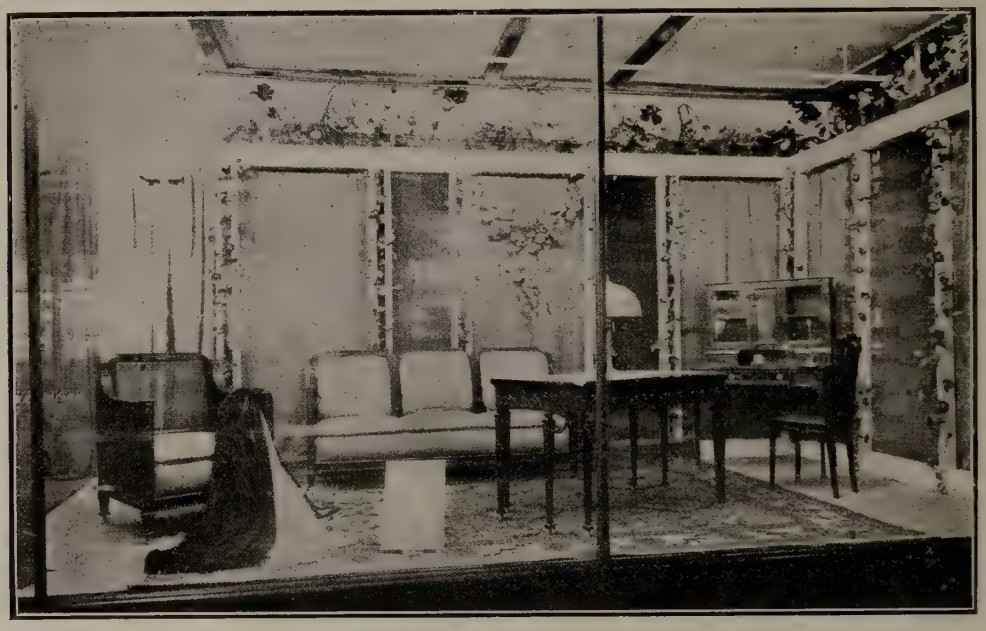
Fair and Frivolous Parishioner—"How would it do to put a Bible in every Ford car, doctor?"—Puck.

The Basic Reason for Display

THE management of a great industrial show enterprise is using the catch phrase, "An ounce of sight is worth a ton of print." The sentence is not particularly well constructed, technically speaking, but the meaning is clear, even forceful. Articles shown in actual operation, right before the eyes of the prospective users, will tell more for themselves at a glance than could be told in a page of print or a half-hour of argument.

Add to this silent demonstration the skilful argument of an experienced salesman who understands his subject and can quickly judge his prospect, and a selling combination is formed that must certainly prove effective. Even when actual sales are not made, the prospect who goes away from such a demonstration taking with him descriptive circulars and catalogues is sure to read this literature with far greater understanding than he will that of a competitor whose goods he has not seen in operation.

It has been well said that the mission of advertising is "attraction, persuasion, conviction, business." How better can this be accomplished than by a combination of good printing, actual demonstration and skilled salesmanship?



Good seasonable showing of furniture which displays simplicity, neatness of arrangement and effectiveness, necessary qualities in any window display.

SHOW WINDOWS AN ASSET

Do neat and attractive show windows attract buyers? Ask any of your live fellow dealers, and you will invariably be told that the show window is one of the most important parts of your entire store. But it must stand for something more than a mere window—it should appeal to the eye, be neat, clean and well displayed with seasonable goods.

It costs nothing to have a well-displayed window, and because it requires no actual outlay of money many dealers overlook it altogether. They fail to see that not to have an attractive show window undoubtedly results in the loss of many sales every week—other dealers get 'em.

Well displayed show windows are advertising—advertising of the best kind—and the dealer who wants to make a success of his business always uses them. If there are posters in your window that do not advertise you or your business, tear them down and put up your own literature. Wash the windows whenever they need it, and then make it your business to see to it that they are kept clean.

Every wide-awake dealer can find a hundred different ways of effectively trimming his show windows. But the right methods must be used, just as in newspaper advertising. It pays best when it is done right. You must have something concrete to offer—you should suggest a use for the article you are offering and tell how to use it.

IN DRESSING THE WINDOWS REMEMBER THAT

While window displays are admitted by all furniture dealers to be important factors in trade-building, yet there are some dealers who do not give this valuable sales-producer the care and attention which it deserves. This lack of enthusiasm regarding displays is due in most cases to the fact that the dealers do not fully appreciate the great benefits which result from a proper window display, and the influence it exerts in building up a retail business.

Ideas for new window displays can be found anywhere. When you visit a neighboring city, just take a look at the different show windows, note the difference in displays, and then think up a good idea for your own window. If you see a window display that pleases you, copy it, or think up something similar.

It is none too much to suggest that washing machines and the other appurtenances of the weekly wash day should be allotted window display space every few weeks. Placed therein, and exploited in a variety of different ways, they are constantly kept in the thoughts of the store's patrons. Stored in the rear of the sales room and covered, perhaps, with other wares, they are sold when asked for with no special effort given to their movement.

Advertising Suggestions for the Furniture Dealer

MANY EFFECTIVE MEANS OF ADVERTISING

While newspaper advertising is no doubt the most effective, considering everything, bear in mind it is only one of a great many ways in which you can make public statements.

There are your windows. To leave them empty of good display now, is like a newspaper going to press with blank sheets. To leave a display in your windows too long, is like a newspaper reprinting for to-day, last week's edition.

There are your show cards and other advertising done inside your store. That is the close, connective link, the advertising that hooks right up to the merchandise and which means immediate sales. It is advertising of such importance as to be very little lower than the salespeople themselves.

There are circular letters, store papers, hand bills, bill boards, manufacturers' and wholesalers' literature of all kinds and sorts and character which you can use to advantage now, all filling more or less the demand of the public to know about merchandise now and how you are offering it to them.

If you keep still now, if you expect to get business right along without any public statements at all, you have a wonderful faith in your hold on the people and in their habit of trading with you. There are some candidates who can be elected and never make an effort to get a vote, never make a public statement of record, purpose or policy, but you know how few and how exceptional they are.

You may say that some of them would be better off if they kept still, so would some merchants when one sees their advertising, but that does not condemn advertising because some few don't know how to use it.

Most country newspapers are full of ads. now, most city dailies are, the advertising in the big magazines is increasing rather than decreasing because of present business conditions, all of which adds to our argument, but the biggest and best argument for the now silent merchant is the fact that for once to keep silent is to miss a golden opportunity.

Illustrations go far towards interesting the possible buyers and turning them into actual patrons. Many persons glance over the advertising pages to see the pictures and only read what attracts them in that way. Sometimes the pictures do not represent the articles, as was the case recently when a department store advertised a carving knife that looked twice the actual size in the picture; but the person who wanted such an article bought it, nevertheless. Doubtless she would never have noticed the advertisement were it not for the illustration. It is the best practice also to let prices be known, even though in so doing one posts his competitor about goods and prices. He might easily learn the facts anyway, and he would undoubtedly lose sales if he did not let the public know what was charged for the articles which one is promoting. The day has passed when misrepresentation is permissible in advertising. The nearer that one gets to facts the better will the announcements pull business. The advertising pages of newspapers and magazines have become a great educational force and the people have learned more about values and qualities than they formerly knew. They are not so readily deceived, nor do they forget when misled. The store which gets a reputation of over-stating facts about the goods offered might as well go out of business, for it is but a matter of time before the loss of trade will be so great as to compel either a decided change of policy or bankruptcy The old saying, "Give a dog a bad name and it will stick to it," applies equally to a store. People will talk, and when merchants do not live up to their advertising it is sure to become only too well known. It is said that a merchant once advertised an article far below its usual price as a test of the drawing power of a certain paper. The result demonstrated to him the fact that purchasers did read that paper, for he sold far more than he desired to do at a loss.



Good advertisements in 4½ by 6½ in. space used by Lemont & Sons, Ltd., of Fredericton, N.B. The talk on Jacobean and William and Mary designs is educational publicity that assists in a greater appreciation of these designs on the part of the public.

TAKE TIME IN PREPARING ADS.

Time should be taken for the proper preparation of advertising copy. Hurrying up the work is likely to result in an ad. that misses the mark, and does not draw the business that it should. A good deal of advertising does not prove the investment it should, just because the proper attention is not given to its preparation.

The writing of advertisements is important, too important a matter to be done hurriedly or without ample deliberation and a knowledge of selling conditions. Hasty and careless work always shows, whether in advertising, teaching a baby to walk, or elsewhere. If a dealer would only get a half dozen good maxims, write them down on a card, and pin them over his writing desk in plain sight, and then follow them, it would be the making of his business. Here are six good ones: Haste makes waste. Constant dropping will wear away the hardest rock. No one was ever crowded out of the straight and narrow path. A good start often has won the victory. Being right on the job all the time is the safest way to keep it. He profits most who serves best.

There is no denying that February Furniture Sales offer a good opportunity for increasing trade, as well as working off odd lots of furniture, and certainly should be taken full advantage of.

STUDY WHAT OTHERS ARE DOING

The ability to write and plan good advertising comes from a lot of hard study, from a good sense of the fitness of things and from close concentration to the matter in hand, but probably good hard study will give the advertising man what he wants sooner than anything else, because before everything else the advertising man must be a thorough student of his business and the connection between his business and the people whom he must consider as prospects for what he has to sell. Along with a knowledge of what to put into an ad. and what to leave out it is quite necessary to know something of the artistic in its relation to attention-getting value. And after the advertising man has become well posted in the matter of what to write and how to lay out an ad. there will be a-plenty to do in learning the best way to advertise every special item in the store and the store as a whole.

Probably a study of how others are accomplishing just what you want to do is as good a way as any for a beginner to start his advertising work. This does not mean that imitation is ever safe, for it isn't, but from what others are doing in advertising one may get a general idea of what is necessary, and that idea once gained is a big start.

The Danville Chair & Specialty Company, of Danville, Que., was damaged by fire in late January.

Sanitary Floor Covering

If you are in need of anything in this line of FLOOR COVERING, this is the place to come. Nowhere in the city will you have the opportunity to choose from such a large and comprehensive stock. Our method of display is so simple and easy that you have only to sit in a comfortable chair, while the salesman swings out the patterns before you, when you can pick your choice at a glance. We have the very latest styles and patterns in floral, tile, straw-matting and parquet effects.—N. S. Furnishing Co., Halifax, N.S.

"Brighten the Corner Where You Are"

—Says Billy Sunday.

Mr. Sunday is right—a bright, happy life is best. So is a bright, cheery, comfortable home. Both go together, and a home where real enjoyment reigns has no dark corners. We help you make every corner in your home bright. First, we procure a good, substantial, high grade line of furnishings, then we sell them at a price you can afford to pay. Further, if you do not wish to pay cash we arrange and open a charge account for you. This is one of the most satisfactory and convenient methods of buying anything you wish in our store. Ours is a modern, businesslike way to furnish a home. With all these advantages you are given the most attentive, courteous service when at the store, in the delivery of your goods and with every transaction you have with us. We just urge you to call this week and see the real home brightness in comfortable, well-made, attractive furniture that now fills our floors. Commence to brighten your corner to-day by having a prettier home. You are always welcome at Waterbury's Leading Furniture Store, where quality is higher than price.

We Consider the Business of Home Furnishing

is, more than that of any other type of mercantile endeavor, a matter of service,—of helpful service, of painstaking service; of considerate, thoughtful, friendly service.

But what is "service"?

It is simple discriminate salesmanship, complete with stocks of the best and newest furniture, moderate prices and prompt deliveries.

Yes, these are the foundations upon which a "service" organization is built; but helpful service is infinitely more, it is intelligent and efficient friendship.

The furnisher of your home should be your friendly helper. His experience should enable him to intuitively grasp your viewpoint, building your selections to a complete and unified scheme. Nor is this all. To this must be added the strength of far-reaching connections with manufacturers, weavers, designers and master craftsmen.

That is what we mean by service—the helpful way in buying furniture.

Going to Make a Change in Your Bedroom?

A new Iron or Brass Bed. We have them $3 to $50 each; some fine designs at $5 to $7.50.

Or a new Suite—why not get one in mahogany—with the new satin finish, including a late style, all-wood bed—a four poster or a Napoleon scroll—or the light, graceful lined English style. You would be pleased for a long time—you can get these in oak, Canadian walnut, circassian walnut or mahogany.—T. F. Harrison Co., Kingston, Ont.

The introduction is an important part of the ad. We reproduce here some good samples of introductions to furnishing advertisements.

Canadian Furniture World

TORONTO MARCH 1917 CANADA

Get After Office Furniture Trade

We note that a stationery store in London, Ont., has put in an office furniture department. This is certainly trade that properly belongs to the furniture dealer, and retailers should certainly make every possible effort to hold it.

By the way, have you ever made any feature to impress on local business firms your ability to supply all their wants in office furniture? It is trade that is well worth some effort in cultivating.

A retailer to whom the writer spoke to on the subject recently stated that a sale of office furniture to a business man often paves the way to sales of furniture for his home. This is a factor that is worth considering.

* * *

Have You Taken An Inventory?

Have you taken an inventory and made out your yearly financial statement? If not, why not? As we have pointed out before, an annual financial statement showing the exact standing of the business is essential in order to gauge the progress that has been made during the past twelve months. If it has not been satisfactory you certainly don't want to continue on in this same small-profit manner. The only way to find out accurately whether it has been satisfactory is by the compiling of a statement for the year.

In addition, stock-taking brings to light many important particulars regarding a business that a dealer should be acquainted with. It is an X-ray that gets below the surface and for that reason is particularly valuable.

In our last issue there appeared articles on how to take stock and make out a financial statement. Look them up.

* * *

Appearance of the Store

There is a dealer in one of our larger cities who keeps a most shabby and discreditable store and who allows his windows to become dust covered and streaked and very seldom ever changes his window display.

He knows that his store is far below the standard of the average store in appearance, and in justification of his neglect states that it would be of no advantage to him to give time and attention to keeping his store in apple pie order—that the class of people who deal with him do not care a snap of their finger for appearances.

We quite agree that many of the people in his neighborhood do not seem overly particular about their own appearance, but we will not admit that appearances do not count for much when it comes to selecting a store at which to make a purchase. It is a most peculiar thing that people who are most careless about the appearance of their own person give attention to the matter of cleanliness and order in the stores at which they deal.

Then again I would like to point out to the dealer whom I have cited above, that all the people in the district in which his store is located are not of the class he has designated. In every district, no matter how bad it may be, there are many people with whom orderliness and cleanliness count for much—who although they may be poor have not lost their self-esteem. It stands to reason that these people are going to deal at a store which has some regard for those things that they hold in high esteem. That means that they will pass by such a store as this dealer keeps.

Most dealers know, from their own experiences, just how valuable a good appearing store is in attracting trade, and this holds true to a greater or less extent in every district, no matter of what character it may be, or the class of people who live in it.

* * *

Use a Little Tact

The salesman should always use tact and common sense in serving customers. A gentleman recently remarked that a salesman laughed at his incorrect pronunciation of a trade name and corrected him abruptly. It was a small matter, but it offended him. He felt that he should have either ignored the incorrect pronunciation, or pointed out the mistake politely.

There is certainly no doubt about the matter. The United Cigar Stores Company has an excellent set of rules for the guidance of its clerks, and one of these is that salesmen are to repeat the pronunciation of the customer whether he is right or wrong.

The writer does not believe that this should be an inflexible rule, as he feels that there are times when a customer would even appreciate being made acquainted with the correct pronunciation of a word, but it should always be done in a tactful manner.

This is just a sample case of when the clerk should be tactful. There are many others.

* * *

The One-Roof Man

Should a dealer live at his place of business? This is the interesting question that has been brought up by an American exchange, and the opinion of most dealers appears to be that it is better to live quite a distance from your place of business.

One dealer points out that the one and only point in favor of a dealer living at his place of business is that he is always on the job, day or night, but the very fact that he is always on the job condemns the arrangement.

By confining himself to one roof the dealer ties himself to a humdrum existence which narrows his view point and acts as a drag on the expansion of his business. It is true that a man could go out and mix with his fellows, if he would. But he won't. He becomes

too much wrapped up in his affairs through his continued association with them.

The one-roof man is narrowed not only mentally, but physically as well. He doesn't get the outdoor exercise, the fresh air and the diversions that are essential to develop a sound body. The confinement and lack of exercise resulting from such a method of living unfit a man both mentally and physically to grapple with details and bring about business success.

Another objection to a man living at his place of business is that a man cannot avoid mixing up household affairs with store matters—a bad combination always, for he will neglect either one or the other; and sooner or later the neglected one will cause a smashup.

There is an occasional merchant who advocates the combination residence and store on the ground that his wife will be able to act as a clerk and thus help cut down expenses. Such a policy is a poor one, however, for a wife's time should be devoted to making a home, and not taking the place of a ten-dollar clerk.

* * *

Value of the Personal Touch

David was invincible against the Giant Goliath because he used his own familiar weapon—the sling. In the same way, the local merchant while many times smaller than the big mail order houses, has no reason to fear them if he makes use of that big weapon of the small dealer—personality.

The personal touch is a powerful factor in attracting people to the store and in binding them to it. People like to know the man they are dealing with and appreciate the kindly interest that he takes in them and their affairs. To so know your customers that you can ask Mrs. Jones how the baby is, or Jim Smith if he has his new back stoop finished, or Farmer John how the buckwheat on the back fifty is coming on—to have this familiarity with customers is a trade advantage, the value of which it is impossible to calculate.

* * *

Dealer is Entitled to a Wage

In figuring your expenses do you make a fair allowance for your own salary? If not, why not? Do you not think that your services are worth something? If you had to hire a man to manage a business, you would have to pay him a salary and it would go into the expense account. So should a fair salary for yourself.

The proprietor of a business recently decided that selling expenses would have to be reduced to keep the business on a profitable basis. He said that he was going to do this by reducing the selling staff—taking the place of one of the men himself. He had not of late been taking an active part in the business. He did not realize that if he was taking the place of a man that he was entitled to a wage just as surely as the other had been, and that it should be reckoned in the expense account.

If a dealer were working for another he would get a wage and he is certainly entitled to it in his own business where he works harder than he otherwise would, and due allowance should be made for it in expenses.

* * *

Artificial Limbs As Debt Collectors

A New York man equipped with an artificial limb valued at $250. failed to meet the bill that he owed his dealer and the latter obtained judgment against him in a court of competent jurisdiction. The only asset the debtor had in sight was the aforesaid artificial limb, and this was seized by an officer to satisfy the judgment, the seizure being made at a time when the owner had temporarily separated himself from his property.

This unusual circumstance causes one to philosophize on the assistance that would be given to debt collecting if every person of the delinquent debtor class were only equipped with an artificial limb that could be attached for debt. An era of almost perfect honesty would begin, for the man is not yet born who would not rather pay a bill than lose a leg.

* * *

Proves Profitable Investment.

How many dealers put up their hands in horror at the very thought of the fact, especially those apostles of false economy who will not spend a cent even for their own benefit unless it is fairly pried away from them.

As a traveler said to me not long ago: "It is a darn good thing that there are some real aggressive men on the road who are not easily turned down, and who keep after some of these close-fisted merchants until they sell them what the merchant's good sense should show him he should have. If it wasn't for some of these aggressive salesmen fairly forcing needed articles on some merchants, many retailers would not make the money that they do."

There is a good deal of truth in this statement. There are a good many merchants who are altogether too ready to say "no" at the first suggestion that they should expend any money on equipment, without considering the advantage that it would be to their business, and whether it would not really prove a profitable investment.

THIS SHOULD MAKE HIM MORE COURTEOUS TO TRAVELLERS

A GOOD story is being told on an Ontario dealer who has yet to improve considerable in his attitude towards travellers before he can be called courteous or even civil. Most travellers who call upon him have lost much valuable time waiting to get an interview with him. Especially is this so with a new traveller. He apparently thinks it a good way to impress a new salesman, with his own importance, by making him wait his pleasure before he will listen to him.

Not long ago a stranger entered the store and approaching the proprietor's desk, enquired, "Mr. Blank?"

"Yes," he replied in a haughty manner, "but I'm too busy to talk to you now," and he bent over his work without another word or look to his visitor.

However, his caller did not depart. He wandered about the store, looked at the goods and read the show cards for nearly an hour. At last he became impatient. Mr. Blank had yet made no sign that he was ready to receive him. Finally, he screwed up enough courage to approach the haughty individual at the desk and say, "Might I speak to you for a moment, Mr. Blank?"

Mr. Blank looked up with a scowl on his face and enquired, "Well, what is your name and what do you want?"

"Why," replied the stranger, "I'm your brother Frank, and I came over to visit you," and Mr. Blank recognized in the stranger his brother who had settled in the United States and whom he had not seen for twenty years, and he blushed with shame as he thought of the reception he had given him.

Mr. Blank is now more inclined to give a civil reception to travellers who call upon him.

Let this be a lesson to other dealers who are similarly inclined. Treat the traveller, or the man who appears to be a traveller, courteously. He may be your long lost brother.

Business Suggestions for the Furniture Dealer

J. A. BANFIELD, of 492 Main St., Winnipeg, have been quoting "6 to 10 specials" for Saturday nights, in order to bring people in for a grand wind-up to the week's business. These specials are advertised at the bottom of regular advertising space.

Another feature is a talking machine concert put on at 8.30 p.m. Saturday. This attracts people to the store, and especially interests them in talking machines.

GETTING CUSTOMERS TO RETAIN ADS. FOR REFERENCE

The Robert Wright Co. Ltd., of Brockville, Ont., started their February Sale off with a big advertisement in the local paper which they urged customers to retain for reference during the month. The next week they used smaller space to direct attention to specific lines, with a note reading, "We refer you to our big advertisement in Friday's paper. This is a money saving sale and worthy of your careful attention."

The idea of urging customers to cut out advertisements which will hold good during the month is being used by firms in a number of lines of business, and apparently with considerable success.

PROVIDING CONVENIENCES FOR CUSTOMERS

A dealer, in Trenton, Ont., has been putting forth special efforts to provide such conveniences for country customers that they will make his store their headquarters whenever they visit the town.

The store is provided with a rest room and wash room and this is greatly appreciated by ladies who drive in from a distance. At the rear of his store he has an enclosure where farmers can tie up their horses.

In addition to this, during the summer he has a playground for children of customers, where they may enjoy themselves while their mothers shop. Most women buy more freely when they are not hampered by children who get fidgety. The playground is equipped with sand, toys, etc., and the children are in no hurry to leave. In fact, they like their mothers to take them to that store.

CONNECTING UP WITH ADVERTISED GOODS

It is good business to impress customers with the fact that you handle nationally advertised goods. The public generally have a good deal of confidence in articles with which they are well acquainted through advertising, and considerable of that confidence is transferred to the dealer who features such lines.

A retail firm in one of our Canadian towns, realizing this fact, featured a number of nationally advertised articles with the slogan, "We handle all the good things you see advertised in the big magazines."

The ad. read: "This store is headquarters. You will always find here everything you would expect to find in a similar store—and many things more. We specialize on articles of genuine merit. Articles we have tested and tried ourselves and we can recommend and indorse. You will find here all of the good—the best—the pick—of the standard household articles advertised in magazines. We add our own guarantee to that of the manufacturer's."

Another dealer has a book in which he pastes advertisements of goods he handles, from the current magazines. This book is left on the counter where customers may look through it while waiting.

PUBLICITY BY FACSIMILE COURT SUBPOENA

A western dealer lately used an entirely new advertising plan in order to get people to his store. This consisted of a facsimile court subpoena which was printed on imitation parchment and contained a "summons" to the reader to "come immediately and inspect the unusual amount of staple and fancy goods."

This "document" was made all the stronger by a big red seal and was filled out apparently in regulation fashion. "The Probable Court of Manitoba" appeared in black type on the outside. At first glance one would take this to read, "probate court." A large number of these were sent through the mail to a selected list of names and the owners of the store say that they received much good advertising from this innovation.

DO YOU SAVE YOUR CASH DISCOUNTS?

The retail furniture dealer who takes every cash discount offered, at once places himself in a position of distinct advantage over all competitors who do not.

The first and most obvious advantage is that he has a profit over and above that of the non-discounter. The few cents it means on each dollar does not seem much, but if one were to estimate on the basis of a ten-year turnover, its importance is at once apparent.

To the average retailer, however, it means more careful buying in order to keep purchases within his power to pay within specified time. This in turn makes him a better student of his stock to see what he can keep down to moderate proportions without loss of trade.

It also makes him more careful about the prices paid, as his goods must move freely if he is to make his payments when due. It makes him careful about credits to his customers, as he cannot discount if goods were sold on account to customers of doubtful credit and for a long time, especially if it should be necessary to negotiate with the bank for money to discount.

He could not afford to be a price cutter as that is not the way to be a money making retail merchant. Any man who is making a success of the retail business knows it not only takes money to discount bills, but he has also learned to know that it costs money to do business.

If you who read this should be of the number who discount all bills, I would very much appreciate your letting me know and no one outside the office will get the information, although I think most merchants who discount are proud of it, and would just as soon anyone should know.

Beds and Bedding

The Bedding Peril

Did you ever stop to consider the close relation between infantile paralysis and unsanitary bedding? asks The Grand Rapids Furniture Record. Within five months that dread disease stilled the hearts of over 1,800 of New York's smallest inhabitants and many people of sterner resistance. Six thousand others lingered near death in many hospitals and homes. The officials of New York have done everything within human power to discover the origin of this death dealing plague.

The board of health quarantined and fumigated everywhere since the outbreak of the disease, and the street cleaning department made the streets of the city claner than ever before. Eminent physicians worked unceasingly in an endeavor to locate the germ, and to find a preventive and a cure. But the ravages of the disease went on with slight abatement.

One important point was overlooked, but throughout the land householders can avail themselves of the precaution. Assuming that paralysis is caused by a germ, the question arises as to whether New York's health officials acted wisely in merely fumigating the bedding used by paralysis victims. Germs once lodged in a cotton or hair mattress are nine times out of ten safe from the effects of fumigation. And once inside of a pillow, safely sheltered by the tiny filaments of the feathers, fire is the only possible means of destroying them. It is fair to assume, then, that many of the paralysis victims have contracted the disease from "fumigated" bedding used by other victims.

This matter should interest every dealer who handles bedding. Much of the bedding sold to-day contains second-hand materials. How is one to know from now on whether the bedding bought contains contaminated filling or not? Parents whose children are taken from them by disease will dispose of the infant's bedding. In turn it will find its way to the junk dealer, thence to the middleman, and finally to one or another of the many small bedding factories where second-hand material is used.

Some places prohibit the use of second-hand bedding material. Others do not. In New York State there is a law requiring the stenciling of all bedding containing second-hand material with the statement that the material used therein is all or partly second-hand. This law it is said is not enforced. The same condition exists in several other states and in the provinces of Canada. Manufacturers are at liberty to use second-hand material as they see fit, and, indeed, they do use it freely, as is proved conclusively by the fact that over half of the pillows now made contain old, contaminated, second-hand feathers.

Dealers cannot be too careful when buying pillows and mattresses. It would seem wise to buy only such goods as are guaranteed by a tag sewed to the article to contain all new, clean, sterilized material.

Health officials should burn all infected bedding. Legislatures should enforce second-hand bedding laws, or prohibit the use of such material altogether. Retail dealers everywhere should realize that second-hand material is a menace to health, refuse to buy bedding with such material, and shun the men who make it.

TALE OF A BEDSTEAD

The following story, told by a buyer for one of the most famous and exclusive furnishing firms in Great Britain, suggests a reason why the appeal for thrift sometimes falls on deaf ears, and also why furniture dealers should always be ready to show their best lines to all prospective customers.

A young workman entered the showrooms of one of the firm's branches in a northern manufacturing city. He asked to see a double bedstead—"a soft, elegant bed" for himself and his "ole woman." After inspecting, sitting, and lying on a large number of beds, none of which came up to his requirements, the salesman wearily inquired if he would prefer two beds to stand side by side.

Twin beds of various styles were critically reviewed by the workman, while the salesman conferred with a colleague as to the advisability of showing the difficult customer the door. Finally the latter spied two exquisitely wrought brass bedsteads in an alcove of another showroom.

"What about them beds?"

"Those are exhibition beds made for the —— Exhibition," was the reply. "They are priced at eighty-four guineas."

"I'll have them," said the mechanic, and he paid for them on the spot with greasy banknotes. The beds were duly delivered and set up in his little five-shilling-a-week cottage in the outskirts of S——.

OFFERED BIRTHDAY BANK ACCOUNT

A Detroit dealer secured a substantial increase in trade by advertising extensively that he would open a savings account in the name of any child whose birthday occurred during that month, and whose parents purchased ten dollars worth of goods. It was not necessary to purchase the entire ten dollars' worth at any one time, but a card was issued to every customer. This card contained the name of the child in whose name the account was to be opened, together with that of the parent or guardian. The card was the usual kind that was punched to the amount of each purchase and the moment the $10.00 was reached the customer was presented with a written order on the bank, on the presentation of which the bank issued a bank book with a $1.00 credit.

KIND OF CLERK A CUSTOMER LIKES.

"I like to be served by the sort of a clerk who is willing to meet me on common ground—neither too indifferent nor too insistent, a clerk who can sometimes get on the other side of the counter and put himself in my place.

"I like the kind of clerks who do not stare.

"The store which has sickly, unhappy and tired clerks does not attract my trade.

"I like a clerk who knows where articles are located.

"I like a clerk who never attempts to substitute some brand or article for the brand or thing for which I ask."

Ikey: Father, with what does people feather their nests?

Swindelbaum: With cash down, with cash down, you know.

Knobs of News

The executive of the Ontario Provincial Board of The Retail Merchants' Association, at a meeting in Stratford, on February 1, visited a number of the local furniture factories.

J. A. Banfield, furniture dealer, of Winnipeg, who is vice-president of the Manitoba Retail Merchants' Association, was in Ottawa, to join in the petition to the Dominion Government to establish a bureau of retail trade in the Department of Trade and Commerce.

A meeting of the Eastern Canada Chair Manufacturers, a sub-section of the Furniture Manufacturers Association of Canada, was held at the Queen's Hotel, Montreal, on February 20.

The Antiseptic Bedding Company Ltd., of Toronto, has been incorporated with a capital stock of $60,000. The provisional directors are Abraham Goodman, Esther Goodman, Louis Goodman, David Goodman and Rudolph Coppersmith.

Camps Limited, of Montreal, have been incorporated with a capital stock of $50,000, to take over the business of C. M. Camp, manufacturer of furniture.

The sales rooms and stores of the furniture department of the P. T. Legais Limited, of Quebec, were destroyed by fire early in February.

Walker's furniture store and undertaking parlors, Port Hope, Ont., were destroyed by fire on February 15, caused by an overheated stove in the office. The building was a three-storey brick. The loss is estimated at $7.000, with $5,500 of insurance.

The Kindel Bed Company, of Stratford, Ont., were forced to close their factory on a couple of occasions during the month, owing to a shortage of coal.

Patterson & Darte, furniture dealers and undertakers, of Welland, Ont., have been succeeded by Patterson & Sons.

The stock of J. A. Lamoureux, furniture dealer, of Montreal, has been sold.

The Uneeda Mattress Company Ltd., of 18A Pine Avenue West, Montreal, is the name of the reorganized Fischman Mattress Company, which was formerly located in Toronto. Mr. Max Fischman is President of the new company; L. Snyder, Vice-President, and Nathan Jurist, Secretary-Treasurer.

The company's plant in Montreal, is now equipped with the most modern machinery for making their well-known mattress and "Komfy" cushions for upholsterers, automobile manufacturers and others requiring cushions with high-class springs. They have just obtained patents for this double action spring which gives a cushion that is soft and comfortable and which will not sag.

The Sanitary Feather Mattress Co., manufacturers, Toronto, has been incorporated.

The Manufacturers Window-Dressing Service, Toronto, has been registered.

L. H. Phillips, a hardware dealer of Cartwright, Man., has formed a partnership with John Munro, and opened up a furniture and hardware business at Lomond, Alta.

RENEW INSURANCE POLICIES PROMPTLY

What would you feel like if your insurance policy expired on February 28, and through some misunderstanding the policy was not renewed promptly and you had a fire on March 1?

Your feeling of annoyance with yourself would not recoup you for your losses, nor would your promise to yourself that this would never happen again.

Why not get a daily calendar pad and mark down about a week before the expiry of each policy, a memo. to see that renewal is fully arranged for.

In this connection, can you locate your insurance policies easily? Are they kept always in the same place? If your store was destroyed by fire, would your policies be safe?

It only takes a few minutes to safeguard oneself against trouble or loss in connection with insurance, and it is time well spent.

WEARING SMILE AFTER LONG BUSINESS TRIP

We herewith present a snapshot of two well-known travellers taken as they were nearing the end of a thousand mile trip, and from the pleasant expressions on their faces they must have been successful in pulling in some pretty good business. The two in question are W. G. Bartlett, of the Dominion Manufacturers



Ltd., Toronto, and W. R. Deeton, of Belleville, who represents the Knechtel Furniture Co., of Hanover, Ont.

The photograph was taken in front of the store of J. J. Marsh, of Smith's Falls, and shows Mr. Smith, of the Antiseptic Bedding Co., of Toronto, in the back seat, apparently in charge of the orders that were being brought into headquarters.

THERE'S A SAD, SAD STORY IN THIS

The Canadian Furniture World has received a letter unfortunately not signed by the writer. They want us to write a little story about Mr. Tom S—, the popular furniture traveller.

It seems that Tom missed his train a few days ago. To miss a train is not so unusual, but in this case it appears that the train went out too soon for Tom, at Fredericton Junction, N.B.

Do you know this spot? We never missed a train there, but those who know the place say it is no sort of place at all to wait till the next train comes.

Tom, it seems, was very angry—but we don't blame him. We hardly think it would be fair to tell who Tom S. is, either.

SPECIAL ILLUSTRATIONS

Showing Some of the Newest Articles of Furniture

Suggestions from the Canadian Factories



Queen Anne buffet in black walnut, made by The George McLagan Furniture Co., Ltd., Stratford, Ont.

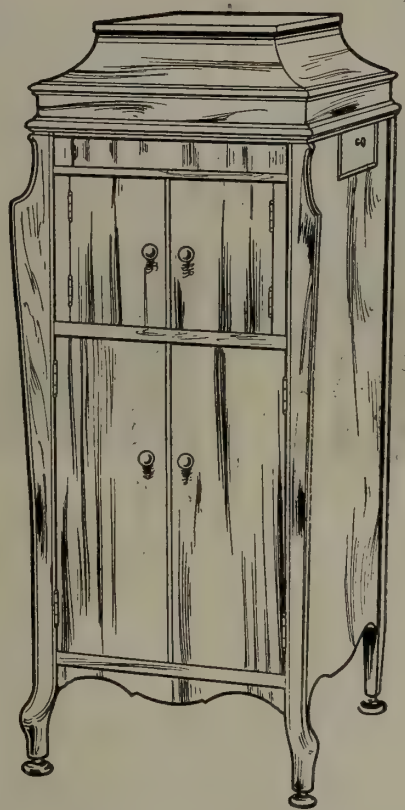


Couple of new Jacobean diners made by the Stratford Chair Co., Ltd., Stratford, Ont.





No. 199, buffet in quartered oak, made by The Knechtel Furniture Co., Ltd., Hanover.



Phonola "Princess" talking machine, made by Pollock Mfg. Co., Kitchener, Ont.



Style A, Brant-Ola music machine, made by The Brantford Piano Case Co., Ltd., Brantford, Ont.



No. 2459, solid mahogany four-poster bed—a new line—made by Canada Furniture Manufacturers, Ltd., Woodstock, Ont.



New bedroom suite in birch and finished in mahogany, walnut, ivory and white, made by Meaford Mfg. Co., Meaford, Ont.



Sonora "Supreme" phonograph, distributed in Canada by J. Montagnes & Co., Toronto.



One of the Lloyd Mfg. Co.'s (Kitchener) latest model baby carriages.

The best profits are made from the product that brings the buyer back for more

When you sell a Columbia Grafonola you've just got that customer started.

You've merely sold him **a first** order. He will return to your store **at least** once a month to purchase new Columbia records.

When you sell furniture you seldom see the owner again except when he wants it repaired, or when instalments are due.

When you sell a Columbia Grafonola you have made a regular customer who will begin at once to put his money into records —and who is extremely likely to keep at it until he has enabled you to turn over considerably more than the cost of the instrument—paid for as he goes along, and giving you a liberal profit on every sale.

If Columbia Grafonolas and records are not being sold to your customers, they are going to be.

That money ought to be **yours**.

A furniture store to-day is as incomplete without Columbia Grafonolas and Columbia Double-Disc Records as it would be without furniture.

COLUMBIA

Graphophone Co., Toronto, Canada

Columbia Products are Made in Canada

Increasing Interest in Talking Machines

Sales are daily increasing and the number of dealers who are handling machines and records is growing. A line well worth the attention of furniture men in all parts of the Dominion.

By WILLIAM LEWIS EDMONDS

THAT interest in talking machines is rapidly increasing there cannot be the slightest doubt. Figures cannot very well be produced which will show the actual extent of the increase. But the fact that interest is daily gathering in momentum is so obvious to every one who will take the trouble to investigate that it is not necessary to produce figures in order to demonstrate the proof of the assertion.

It is not at all surprising that interest in talking machines should be increasing as it is. As a popular instrument there is nothing on the market to-day which has such great potential possibilities. Its price is within the reach of all sorts and conditions of people. There are the costly machines for the rich and the low priced ones for those of moderate means, while the instalment plan under which they can be obtained, increases the opportunity for purchase.

What is helping materially to excite interest in talking machines is the extensive advertising campaigns which nearly all the manufacturers are conducting. The trade papers, the magazines, and the daily papers are all carrying advertising, which as a rule is of a most artistic and effective character. This is bound to have its effect upon the mind of both the trade and the consumer.

> This is the day both of opportunity and of action for the furniture dealer in regard to getting into the talking machine and record business.

But while good advertising will often stimulate a demand for even an article which has either little or no merit or that is likely to only have a temporary place in popular favor, yet no such conclusions can be drawn from the demand which has developed for talking machines during the past year or two. Neither can it be altogether ascribed to the fact that the general public is more prosperous to-day than at any time in the history of the Dominion. The reason is more deep-seated than either of these.

The basic reason for the increasing popularity of the talking machine is to be found in the fact that, in the first place, it has established its merit as a musical instrument which can be operated by everyone, no matter how deficient he or she may be in musical skill, and, in the second place, that its cost places it within the reach of all.

A Word to The Furniture Dealer

Another thing that has been demonstrated since the advent of the talking machine is that the medium through which it can be best distributed is the retail furniture dealer. He is the logical distributer. Those who have gone into the business of handling talking machines, and have gone into it in the right way, have demonstrated this beyond all peradventure.

Or course the more extensively a furniture dealer goes into the business, and the more attention he gives to it, the greater are the results obtained. But it is just the same with the dealer as it is with the consumer, he does not need to go into an expenditure beyond his financial means in order to get a start. All he has to do in order to get a start is to put two or three machines and a hundred or two of records into stock. If he features these and pushes for business he will soon be in a position to put in stock a larger number of machines and a greater variety of records. There is no doubt on this point, for the experience of many dealers has demonstrated it to be a fact. And that which these have done can be repeated by others if they have the will to do so.

Undoubtedly, as time goes on, competition will become keener. But that should not make any dealer wholly ignore the line. On the contrary it should hasten him in his decision to get a line of talking machines and records in stock at the earliest possible moment. Whatever the profits may be in the future when competition becomes keener one thing is certain: they at present return the dealer a handsome profit. And the larger the quantities the dealer can handle, the larger are the accruing profits.

As a matter of fact no furniture dealer can afford to ignore the talking machine trade. It is becoming more and more a branch of the retail furniture business. And the day is not far distant when the retail sale of talking machines will be as distinctly appertaining to the furniture trade as the sales of bed room, dining room, and drawing room suites is to-day. When that time comes the furniture dealer who is without a line of machines and records will be almost as much out of date as though his store were without ordinary lines of furniture in stock. Then if he takes up talking machines he will be like unto the man who starts in a race after his competitors are well under way.

The Present a Good Time to Start

While those who have already began to handle talking machines and records have naturally got away to a good start, yet the conditions are still favorable for making the venture. Neither the consumptive demand nor the number of dealers who have embarked in the enterprise has reached its limit. On the contrary, it is far from the limit in either respect. But the sooner a start is made the better.

That there is an excellent variety of machines and records to choose from must be patent to everyone who

The *Ideal* Line

PERFECT TONE REG'D JANUARY 1917

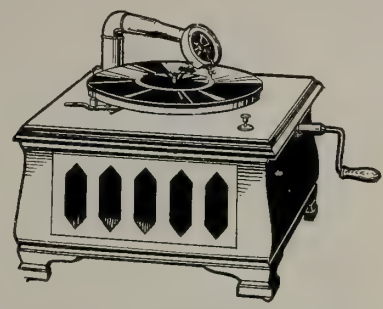
A MONEY-MAKER FOR PROGRESSIVE DEALERS



Model 50—Oak or Mahogany Finish
Dimensions:
Height 13 inches. Width 17 inches.
Depth 19 inches.
Retail price $45.00

Every *Ideal* Phonograph is guaranteed for a period of one year and a written guarantee is delivered with instrument.

The Dealer Is Protected



Model No. 2—Mahogany Finish
Dimensions:
Height 8 inches. Width 14½ inches.
Depth 15½ inches.
Retail price $25.00.

as we do not give the agency for Ideal Perfect Tone Phonographs to more than one dealer in a town. Are you going to be that dealer? If you are, write to-day, as we are receiving enquiries by every mail from all parts of the Dominion, and if you do not act at once you may be just a day too late.

Regal Phonograph Co., Limited 43 Queen St. E., Toronto

THE ONLY COMPREHENSIVE AND PRACTICAL WORK AT A REASONABLE PRICE

THE PRACTICAL BOOK OF PERIOD FURNITURE

By
HAROLD DONALDSON EBERLEIN
and
ABBOT McCLURE

With 250 illustrations that illustrate
RIGHT FURNITURE

This book will be welcomed by all dealers in Right Furniture, (*Antique or Reproduced*), and those who wish to buy it, and by all makers of Correct Reproductions.



Here is the book you need to give you complete, concise furniture information.

Whether you are a

Salesman Manufacturer
Dealer Designer
or Connoisseur

you should buy this handsome and practical volume.

In the Furniture business, the fact is becoming more and more important every day, that the demand for "Period" furniture is becoming the rule rather than the exception, and the customer naturally looks to the man in the store to give them what information on the subject they may lack themselves. We wonder how many of the dealers, in smaller cities and towns, or their clerks could go into one of the large city showrooms where a line of "Period" furniture is displayed, and correctly pick out the various pieces belonging to the different periods and explain to a customer just what constituted the different characteristics of each. You cannot help but see what advantage it would be to you to know all about furniture, and here at last is a book, practically an encyclopedia, at a reasonable price, which tells you all you need to know about period furniture.

SENT POSTPAID TO YOUR ADDRESS, $5.30

CANADIAN FURNITURE WORLD, *32 Colborne St.*, TORONTO, CANADA

will take the trouble to consult the advertising pages of the trade journals and other mediums of publicity.

The fact that a dealer has put a good line of machines and records into stock does not mean that from this fact alone he is going to get satisfactory results. The national advertising which the manufacturers are doing, and doing well, will undoubtedly help him in disposing of his stock. But he who relies upon what the manufacturers from whom he gets his supplies are doing in the way of publicity, and does little or nothing on his own initiative, will obtain but a modicum of results. He must do some pushing on his own behalf or he will not get very far. And the more he pushes the farther will he travel on the road to success.

There is a certain amount of local advertising that he should do on his own account in order that he may link up his own business with the national advertising which the manufacturers are doing.

He must also look after his own window displays of machines and records, although, of course, it will be advisable for him to seek suggestions from travellers as to ways and means of getting the best results. In fact he will find the travellers a prolific source of information in regard to many phases of this line of business, because of their wide experience and their knowledge of the methods other dealers have successfully employed.

Dealers who have not yet got into the talking machine line should at once make their plans for doing so, for in the meantime they are not only without a line of goods which will bring them a handsome profit, but one which exercises a great deal of influence in selling ordinary furniture as well.

This is the day both of opportunity and of action.

He—"Do you believe in preparedness?"
She—"Well, I wouldn't mind being in arms."

POPULAR TRAVELLING SALESMAN RETIRES

Robert J. Orr, usually known among his friends as "Bob," and one of the old-time travellers calling on the moulding and furniture trade, retired from active work on the road recently. Mr. Orr entered the employ of the Cobban Mfg. Co., as the firm was then known, in 1883. Some years later the company's name was changed to Phillips Mfg. Co. Ltd. Mr. Orr has since continuously represented the Phillips Company, covering the territory from Windsor to Kingston during most of that period. By his genial and courteous manner and his business integrity he has won many friends on the road, who will miss his regular calls. Mr. Orr has been an active member of the Commercial Travellers' Association, filling the president's chair with much acceptance during the years 1897-1898, and this year, 1917, was elected to the Board of Directors, thus continuing his interest in the association.

His fellow travellers with the company and the office staff always looked upon Mr. Orr as a friend in every sense of the word,, and as a memento of that friendship presented him on his retirement with a handsome easy chair. He was also the recipient of a tangible expression of appreciation of his long services, from the President, on behalf of the company. At a complimentary dinner given by the firm to the travelling and office staff, many kind words of good will were given expression to by those present, which were responded to by Mr. Orr in his usual happy manner. On this occasion reminiscences of old days on the road and at the factory were brought up by him and others in attendance. Several of these had been intimately associated with Mr. Orr in the service of the company for upwards of a quarter of a century, two having a record of years of service equalling his. Mr. Orr feels that he has done his share of travelling, and will in future enjoy the comforts of home.



Some suggestions on window display of talking machines from a Toronto store.



What the Pathé Dealer Has to Offer:

1.—He can offer exclusive records by artists famous in America.

2.—He can offer wonderful exclusive records by foreign celebrities who have not yet been heard here.

3.—He can offer musical novelties which your competitors will not have.

4.—He can offer records which, musically, are not equalled by any records made by any other process of reproduction.

5.—He can offer records which may be played over and over again, hundreds of times, without any loss of, or deterioration in, their reproductive quality.

6.—He can offer the Pathe Sapphire Ball which does not have to be changed; which does not dig into, cut, or wear away the record.

7.—He can offer relief from the bother of constantly changing steel needles.

8.—The dealer in a position to place the name "Pathe" on his window and business stationery, at once secures the splendid prestige which Pathe Freres have been twenty years in establishing in both the phonograph and moving picture fields.

9.—He can offer handsome cabinet designs. Beautiful Pathephones which show up well in any surroundings; which represent a big "money's worth."

Join Pathé for Profit, Prestige, Progress

To-day is the day. Wide-awake dealers, those who **look ahead,** see in the Pathe proposition a great new, exceptional opportunity. Perhaps your locality can stand a stronger Pathe representation. Write us anyway. It may be the best thing you have ever done for your business. **Write right now.**

Pathé Frères Phonograph Co. of Canada, Ltd.

Factories and Head Office, 4-6-8 Clifford Street - TORONTO, Canada

Western Distributors: R. J. Whitla & Co., Ltd., Winnipeg, Man.



J. G. HENRY, Sudbury,
the first president.

Ontario Retail Furniture Dealers Form Association

Much-needed organization to clear trade atmosphere. Grievances and remedies. Resolutions and actions. Strong set of officers elected.



W. C. MILLER, Toronto,
the active secretary.

AT last an effort has been made to form an organization among the furniture dealers of Ontario. At a meeting held at the Toronto headquarters of the Retail Merchants' Association, on February 22 and 23, under the auspices of the Ontario Board R. M. A., the new movement was launched.

The first day was given over to a number of matters interesting to the retail trade. As many of the delegates coming from out-of-town were delayed because of the lateness of trains, it was felt wise to defer the first session to the afternoon. This arrangement precluded the official welcome to the convention by His Worship Mayor Church. In lieu thereof, besides the registration of delegates, a homely heart-to-heart talk on trade grievances was indulged in by the early arrivals, and some things were said about some manufacturers which must have made their ears tingle.

Long-felt Organization

After lunch the gathering of furniture dealers assembled in the convention hall. Secretary Miller of the Ontario R.M.A. welcomed the delegates, and told the purpose of the gathering, saying he believed it was a long-felt want this furniture dealers' organization. He asked the convention to nominate a chairman so as to get down to business. On motion of Messrs. Greenwood and Smith (Barrie), J. S. Henry, Sudbury, was asked to preside over the gathering.

Mr. Henry said he was an old member of the R. M. A. of some fifteen years' standing. He believed, as Mr. Miller had stated, that it was time to remedy certain things that needed to be remedied, and he trusted this organization would begin a good and much-needed work in this regard.

Secretary Miller read a number of letters from manufacturers and dealers, expressing sympathy with the movement. These letters came from the Canada Furniture Manufacturers; Frank Goodwin, St. Thomas; W. H. Johnston, Seeley's Bay; Hepworth Mfg. Co.; George McLagan Furniture Co.; Wright-Furniture Co., Port Arthur; P. J. Potts, Plantagenet; Canadian Furniture World; Sudbury furniture dealers.

The report on proposed legislation was introduced by Mr. Miller, who digressed a little to tell of earlier efforts of the R. M. A. towards betterment for the merchants of Canada. He told of the work of organized labor several years ago in having enacted the Workman's Compensation Act, which at first included retail merchants among employers. This, if allowed to pass into law would have meant a tax of from 1½ to 2 per cent. that merchants would have to pay. The R. M. A. protested with the result that retail merchans were eliminated from its workings.

The Bulk Sales Act also came under discussion. Through the efforts of the R. M. A. this bill was defeated. The bill was coming up again this session, but through the combined efforts of manufacturers, wholesalers and retailers, the obnoxious clauses had been eliminated and there was no further need to oppose the measure.

Trading stamps and similar schemes were reviewed, and false advertising came in for a knock-out blow. Through the efforts of the R. M. A. false advertising was now classed as a criminal offence. This law made it easier for the honest merchant to do business and harder for the shyster. Mr. Miller, under this head instanced the prosecution of the T. Eaton Co. for selling a "pure" paint at 33 cents a quart; the fining of the Robt. Simpson Co. for advertising adulterated mustard as pure; and the fining of the Watkins Co., of Hamilton, for advertising a $25 watch for $4.75, when the watches were worth $25 a dozen.

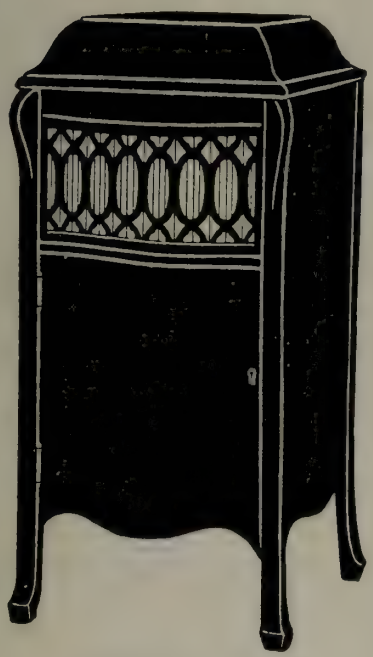
This session there would come up an amendment to the Pedlers and Transient Traders' Act by which the obnoxious clauses would be wiped out and protection would be given to legitimate traders. Another measure the R. M. A. were fighting for was the creation of a Small Debtors Court, similar to what Manitoba now had. This would simplify for merchants the collection of small debts.

What it Was Proposed to Do

Some of the grievances which would be taken up by this convention, and would be dealt with by the Asso-



"THE SUPREME"



"IMPERIAL" $135

TEN SUPERB MODELS

$62.50 $80 $100 $135 $205
$240 $265 $300 $475 $1,500

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

DEALERS LISTEN !

If you are not a Sonora Dealer, or if you have not tried to get a **SONORA** agency, you are neglecting your own best interests. We will tell you why this is so:

In November, 1915, when we secured the sole agency for Canada of the Sonora line we placed only a sample order, but—for the trade of 1916 we unloaded carloads for immediate delivery to customers.

Our business for January, 1917, was even greater than for December. We arranged for monthly deliveries this year, three times as much as 1916 business, and already we have had to duplicate our orders.

Why is it the largest dealers and oldest firms in the Dominion select the Sonora in preference to any other to replace the shortage of lines they are handling?

Because, if the Sonora is not superior, it is at least equal to the machine they have been handling.

You can make money with the **SONORA**. Every Sonora sold gets buyers for more Sonoras.

EXCLUSIVE CANADIAN DISTRIBUTORS

I. MONTAGNES & COMPANY

RYRIE BUILDING *Shuter and Yonge Streets* TORONTO

ciation later on, were wholesalers selling direct and over the heads of legitimate traders; the cartage charge; home buyers' movement; abuse of mail order house privileges. In this latter regard Mr. Miller instanced a shipment of 67 sacks of catalogues to Ft. William sent by freight by a Toronto house, and stamped at Pt. Arthur. He also told of a recent Order-in-Council sent out by the Department of Militia, by which soldiers were exempt from the law of garnishee.

The question of credit was a matter of importance to the furniture dealer, said Mr. Miller. The R. M. A. while not a collection agency have a system, allowable under their charter, that is of great assistance to the retailer. Some $200,000 had been collected last year from their delinquent list. Another service was the auditing of insurance policies. An expert supervised this department, and these services were free. The auditing of freight bills was still another service that would be rendered free by the R. M. A.

Mr. Miller's address was received with applause, and provoked discussion on some phases of furniture dealers' grievances anent manufacturers selling wholesale direct to the consumer.

Resolutions Numerous and Weighty

The secretary next read a list of resolutions which it was proposed should be taken up by the convention. These were read singly and adopted, as follows:

Re the formation of a provincial committee of the furniture dealers' and undertakers' section R. M. A.—Messrs. McKillop (Brampton), and W. S. Smith (Belleville).

Condemning the practice of manufacturers selling direct to consumers—Messrs. Miller and Donaldson (Caledon East).

Re Bulk Sales Act, endorsing present form as drafted by R. M. A.—Messrs. Henry and Corbeau (Penetang).

Re Trading stamps and coupon schemes, strongly favoring legislation prohibiting the giving of these in an illegal manner—Messrs. Miller and Dreisinger (Elmira).

Re false advertising, favoring legislation prohibiting this—Messrs. Smith (Barrie), and Smith (Belleville).

Asking dealers who do not wish to pay freight and cartage charges to specify this when purchasing goods—Messrs. Greenwood (Stratford), and Lippert (Kitchener).

Re community development; to devise some plan tending to keep circulation of money within the home town. Messrs. Dreisinger and Dennis.

Re co-operative societies: to ask executive officers to oppose legislation—Messrs. Vaughan (Scotland), and Donaldson.

Re discrimination in prices—ask manufacturers to adopt price contract or re-sale selling plan—Messrs. Smith and Smith.

Re changing present system of catalogue distribution through the mails, placing all dealers on the same footing—Messrs. Deymon (Fenelon Falls), and Dennis.

Re returned soldiers—asking that employment be given these as much as possible—Messrs. Greenwood and Smith (Barrie).

Re Workmen's Compensation Act—Oppose attempt to make this apply to retail trade—Messrs. Dennis (Preston), Corbeau (Penetang).

Re legislation for collection of small debts—favoring amendment to Division Court Act to create small debts court—Messrs. Donaldson and Deymon.

Re Pedlers and Transient Traders' Act—Approve executive action asking legislation to prevent soliciting business from householders within municipality by outsiders—Messrs. Smith (Belleville), and Lindsay.

Re amendment to lien law—Messrs. Smith (Barrie), and Lippert.

Selling to employees considered an unfair practice—Messrs. Corbeau and Donaldson.

Re Department of Inland Trade—Favor adoption of the proposal—Messrs. Dreisinger and Miller.

Re mail order inquiry—Messrs. Miller and Smith (Barrie).

Re price maintenance or re-sale selling plan—Messrs. McKillop and Deymon.

Favoring inspection of freight bills, insurance policies and credit reporting—Messrs. Smith (Belleville), and Dreisinger.

Before adjournment a committee was appointed consisting of Messrs. McKillip, Greenwood and Smith (Barrie), to draft a resolution embodying the correct wording of the new organization's title.

SECOND DAY'S SESSION

When the convention reassembled on Friday morning the first business taken up was the reception of the report of the special committee appointed to consider the resolution re manufacturers selling over the heads of the trade. The report of the committee follows:

"That whereas in furtherance to the resolution submitted at the Ontario Furniture Dealers and Undertakers' Convention re the alleged fact that a number of manufacturers make it a habit to sell furniture to their employees and charge them the same price and in some cases a lower price than that charged to the

(*Continued on page 48.*)

Trays Make Good Sales

Written for Canadian Furniture World
by Henry Lloyd.

Undoubtedly the tray is a very necessary thing in the home, not only for serving the usual afternoon tea, but for the one hundred and one other uses it has. One must always be in readiness in case of sickness in the home to have not a worn out old tray, but something bright and cheery, such as we are able to have nowadays, with the pretty chintz or cambric protected by glass. In short, the tray of to-day suggests daintiness.

And how many different kinds of trays we see in our rambles through the stores. Some of the larger stores have given whole departments for the showing of trays.

There are trays to match furniture in reception room, living room or dining room; trays for the serving of lemonade, trays for the formal afternoon reception, for the cosy afternoon tea beside the fireplace, as well as summery trays for verandah; trays for my lady who can enjoy her breakfast in bed. And how delightful for the invalid, the white enamel tray with the blue bird decorations which are made with folding supports to take the weight so that the sick will be relieved of any strain.

The up-to-date furniture store, even in a small town, cannot afford to be without a good assortment of serving trays, as the taste of customers may run from a solid mahogany tray inlaid, to somewhat cheaper substitutes for these, including the ladies' own wool work, chip, carving, or fancy work of some kind. Of course in this case the dealers will have to carry a tray moulding in stock along with appropriate handles and make sizes to suit the different fancy of industrious womankind.

THE PHONOLA

A Dependable Make

* * *



The Phonola "C"

The growing demand for talking machines does not make you any money if you haven't a dependable make to offer at the right prices, with a generous dealers' discount.

"Phonolas" should be your first choice. As musical instruments of the highest class they are well made to the minutest detail—finished from bottom to top inside and out, so as to appeal to the most exacting buyers.

Pure tone and absence of needle-scratch are synonymous with the name Phonola. It has a Dominion-wide reputation for up-to-dateness and progress.



The Phonola "B"



The Phonola "Princess"

Phonolas Please

Phonolas Satisfy

Phonolas Pay



The Phonola "Prince"

The Pollock Manufacturing Co., Ltd.

Kitchener Canada

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

Embalming Children

By Howard S. Eckels, Ph.G.
Dean of Eckels' College of Embalming, Philadelphia, Pa.

Every funeral director—almost—shirks the very opportunity for best displaying his skill—embalming children. Why?

Certainly there is no scientific reason why the body of even the smallest child cannot be arterially embalmed. I even might say that there is no low-limit of age to this proposition. The younger the infant, the more apparent the benefits to be obtained by this modern means of preservation—and in this case, what is even more important than preservation, securing cosmetic effect.

You would not feed a new-born infant on corned beef and cabbage, and of course should not inject into its arteries a raw formaldehyde fluid, however greatly diluted.

With a peroxide of hydrogen fluid, however, if a sufficient quantity of water be added, a better cosmetic effect can be secured upon even new-born infants than possibly can be gotten from an adult case, but everything else aside, mere sentiment on the part of the mother should inspire the funeral director to transform what otherwise would be a clammy, nauseating lump of flesh into the wholesome, sweet appearance of slumber.

As these lines are being written, I have just come from the demonstrating room of our college, where I viewed what I am prone to regard the nicest experiment I ever have seen. It was a twelve-pound stillborn child, embalmed ten days ago and originally as blue, as they usually are. This blue color, of course, was due to the fact that no air whatever had been breathed into its lungs. Therefore, the venous blood (the only kind it had in its body) had not received the oxygen from the air to give it the natural, scarlet-red color of arterial blood.

A pint of blood solvent and capillary wash had been injected arterially. Since this was the original article of this kind, with sufficient oxygen to change the blood and lighten the color, the effect was particularly good. This was especially true because this arterial wash had sufficient preservative features to take care of the body without the use of any embalming fluid whatever.

After the injection the child had a natural, waxy tint, with cheeks as pink as you would expect to find in a living infant.

In all this world there is nothing so beautiful as a sleeping child. There is no time when the mother-love goes out to her little one as when with a smile born of peaceful dreams upon its face, it lies nestled in her arms in gentle slumber.

Why not bring to the body of every child you bury the attitude and expression, and above all the delicate tints, that do so much to arouse the mother-love? Why not do your best to soften the blow by robbing the mother's—aye, and the father's—last view of the loved one of some of its horror?

The arteries are as well defined in the infant as in the adult, and by a skilled hand easily injected.

There is, however, a sanitary side to the question not less important than the esthetic. Most of the contagious and infectious diseases are prevalent among children. Epidemics of measles, scarlet fever and diphtheria slay nine children to one adult.

One of the greatest advantages of embalming is that it prevents the spread of disease, and since communicable diseases are so much more prevalent among children than among those older, it would seem to be far more important to make it a universal rule to embalm children than it would be to embalm all adults.

Unfortunately—and this perhaps explains the prevalence of communicable diseases—the reverse is the rule.

In the majority of children the flushing of blood to the head and neck produces dark ears and cheeks, and unless the embalming is done properly and this blood drained thoroughly, the discoloration remains and is objectionable not only in itself, but also because the sugulation of the blood causes putrefaction to set in much earlier than otherwise would be the case.

Try as we will, it is hard for the one who dresses the unembalmed baby's body to hide this discoloration, either by pulling up the tufting of the pillow around the head, or by applying cosmetics. We have grown more or less accustomed to seeing cosmetics applied to adults, but in children we have a right to look for the clear, white, alabaster skin that exists in life and which can be restored after death only by a properly diluted peroxide of hydrogen fluid which will not burn the skin, but will, instead, keep the tissues plump, fresh and firm, while by draining the blood during the injection, the skin tissue is left free of all discoloration.

In embalming children over five years of age, the axillary artery and the axillary vein may be used with the greatest satisfaction. This, with them as with adults, is the cleanest and most agreeable in embalming. With my new child's axillary vein tube no difficulty will be experienced in inserting this small tube in the vein.

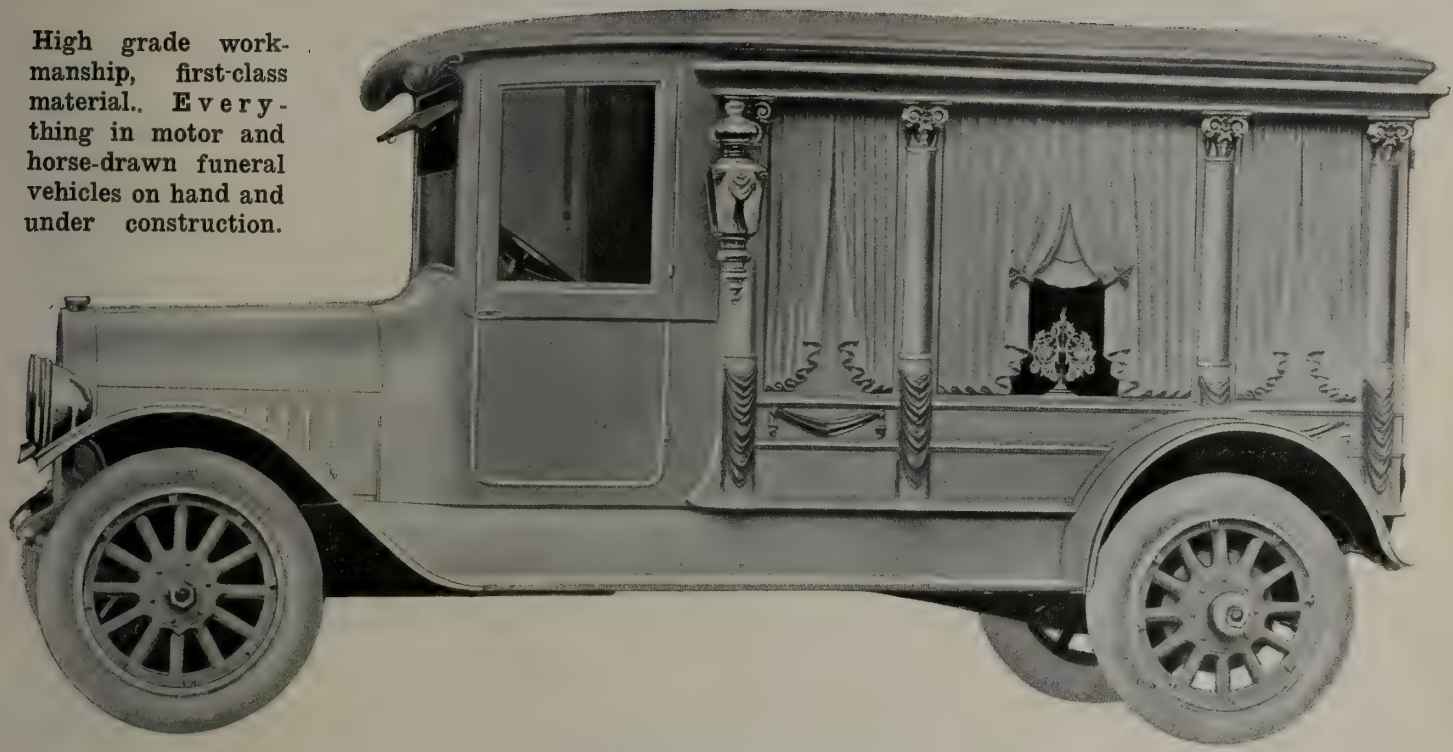
For smaller children, the carotid artery seems to me most satisfactory. In so tiny a child the neck is small and this artery lies correspondingly close to the surface, so does also the jugular vein, which can be used in such cases, leakage that is readily may be absorbed by a sponge with little annoyance to the operator.

In making the incision for the carotid artery in a very young child, the shoulders should be elevated by placing beneath them a roll of cotton two or three inches in thickness. Let the head fall backward and the guide lines for the arteries at the top of the breast bone make it easy to find the carotid arteries.

(To be continued.)

QUALITY — FIRST

High grade workmanship, first-class material.. Everything in motor and horse-drawn funeral vehicles on hand and under construction.

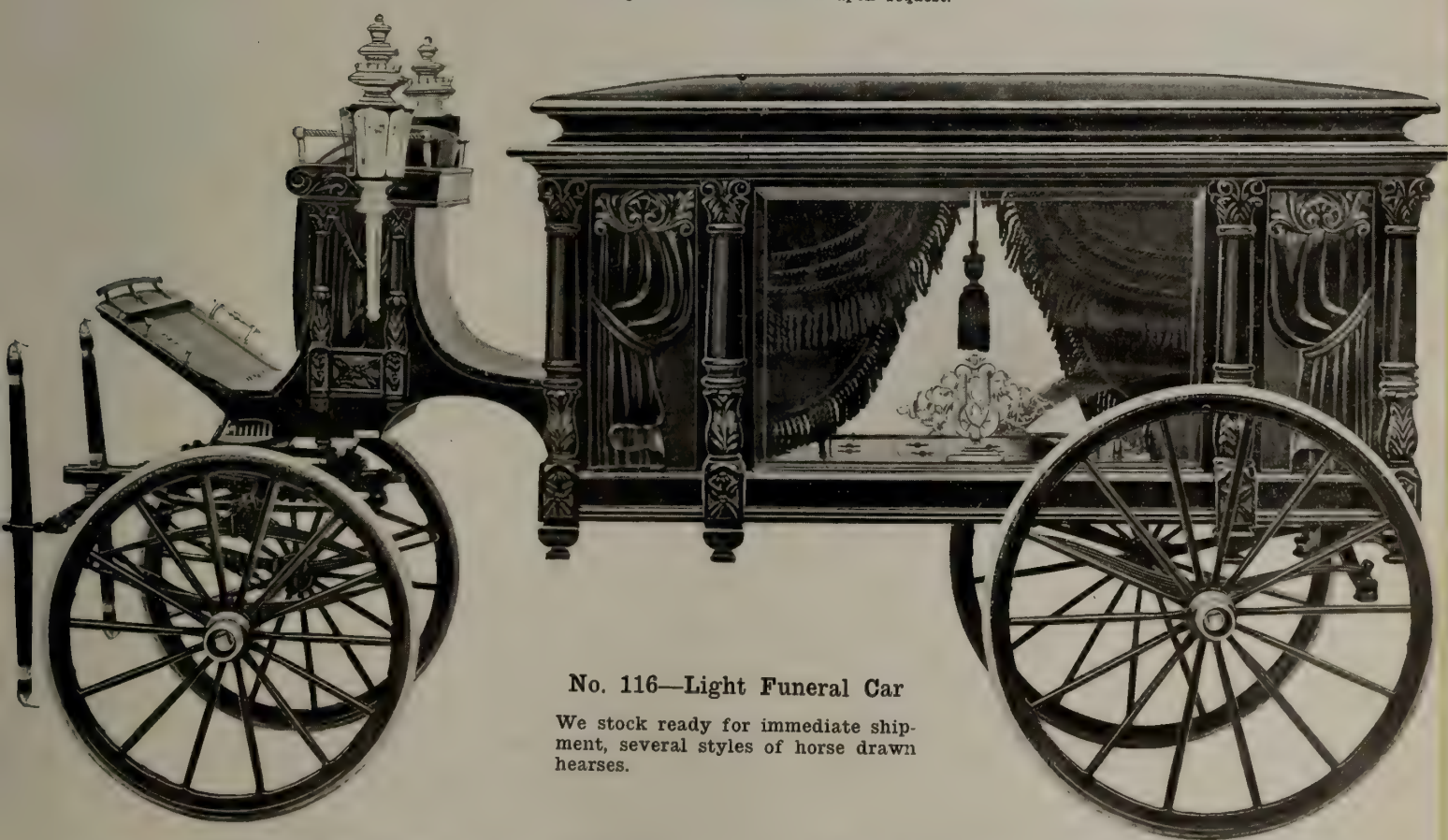


No. 102—Motor Hearse on Studebaker Chassis

We manufacture complete motor Funeral Cars, Combinations and Ambulances on the different types of Studebaker chassis. We are able to offer a wide range of price and style, and can give prompt delivery on standard bodies. Special bodies for any kind of chassis designed and built to order.

WE HAVE A SPLENDID FORD COMBINATION WHICH WE CARRY IN STOCK

Further cuts, prices and information upon request.



No. 116—Light Funeral Car

We stock ready for immediate shipment, several styles of horse drawn hearses.

A. B. GREER & SON - LONDON - ONTARIO

MANUFACTURERS OF MOTOR AND HORSE-DRAWN FUNERAL EQUIPMENT

New Mausoleum for Toronto

Toronto is to have a new mausoleum, that for beauty of architecture and construction is said to excel anything on the continent. It will be located in Mount Pleasant Cemetery, and will be under the Board of Trustees who now look after the Mount Pleasant, Necropolis and Prospect cemeteries. The building will be constructed of granite and marble, and will contain 1,300 crypts.

Most of the better structures on the continent have been investigated, and under the personal supervision of Mr. Frank Darling as architect the trustees feel that they are now in a position to carry out their plans. The location chosen adjoins the finest family tombs in the cemetery, including the splendid Eaton and Cox structures. This community mausoleum, based on well-considered designs, of substantial construction, and with adequate provision for future administration and upkeep, should prove an eminently suitable form of interment affording every guarantee of permanence and safety.

Early History of Toronto Cemeteries

Ninety years ago, while what is now Toronto was still "Muddy Little York," Thomas Carfrae, the younger, and other inhabitants obtained a charter for the first non-sectarian cemetery. Their entire resources consisted of seventy-five pounds currency — three hundred dollars—raised by public subscription, no individual subscription exceeding one dollar. With this they purchased six acres north of Bloor Street, west of Yonge, which they called the Potters' Field. From this small beginning has gradually developed a most important and valuable public service now embracing three cemeteries—Necropolis, Mount Pleasant and Prospect.

In that early day the community was relatively small, and the Potters' Field served its needs for almost thirty years. When ultimately it became necessary to close it, the trustees purchased in 1855 the Necropolis, and to this they transferred the remains from the Potters' Field. The purchase price of these fifteen acres was $16,000, and the trustees' available funds amounted to one thousand dollars only. Three members of the board accordingly assumed personal liability for the balance of the purchase money, since under the law no interments could take place unless the property were free from encumbrance.

During the next fifteen years the needs of the city grew more rapidly. The ground at the Necropolis was found inadequate, and in 1873 Mount Pleasant, two hundred acres in extent, was acquired at a cost of $20,000. This was followed in 1889 by the purchase of Prospect Cemetery, one hundred and five acres, to serve the western portion of the city.

The small beginning of 1826 is now represented by these three splendid properties, with their valuable improvements, including extensive landscape and tree-planting work, elaborate drainage and roadway systems, miles of permanent pavements, chapels, mortuaries, office buildings, bridges, dams, etc. To the board's expenditure for improvements have been added hundreds of thousands of dollars by lot owners in the erection of suitable tombs and monuments.

Originally lots were sold subject to annual charge for upkeep, but this village system was long ago outgrown. Now a certain proportion of the price of all lots is set apart in a perpetual care fund, which at the present time exceeds $250,000.

The first trustees were Peter Patterson, John Ewart, Thomas Carfrae, the younger, Thomas D. Morrison, M.D., afterwards Mayor of Toronto, and Thomas Halliwell. They were succeeded from time to time by some of Toronto's most prominent citizens, who each in turn devoted time, thought and business sagacity to the development of the great public trust.

EMBALMING FLUID AS A DRINKABLE

A unique extemporaneous little party was held aboard a P. M. train over in Michigan a few days ago, when the train was held up for several hours owing to the track being snowbound. A little banquet for the hungry began just as soon as it was learned that all on board were hungry. Travellers representing grocery houses opened up their samples and dispensed beans, raspberries, biscuits, candy, apples, etc. But there was nothing to drink except water or the alternative of eating snow, so one jovial old fellow, a war veteran, who seemed to be at the height of his glory in telling of his experiences during his successful efforts in the dry campaign, called the attention of the thirsty to the fact that one fellow traveller who sat up ahead and had fallen to sleep after eating his fill, had some red pop in his grip and had not offered his samples as did the remainder of the charitable representatives of commerce. Upon investigation the sleepy head proved to be Dr. G. W. Ferguson, of the Champion Chemical Co., and the red pop was a bottle of Champion embalming fluid. It is said that the doctor, the grip and the bottle were left unmolested. Is it any wonder that he smiled in his sleep over his confident safety?

Undertakers Work A Specialty

Look at this car. It is the kind of a funeral car that will make an impression and set your whole town talking. People will stop and admire it on the street, and it may bring you new business from families you never expected to get.

We also manufacture Undertakers' Carriages, Motor Wagons, etc.

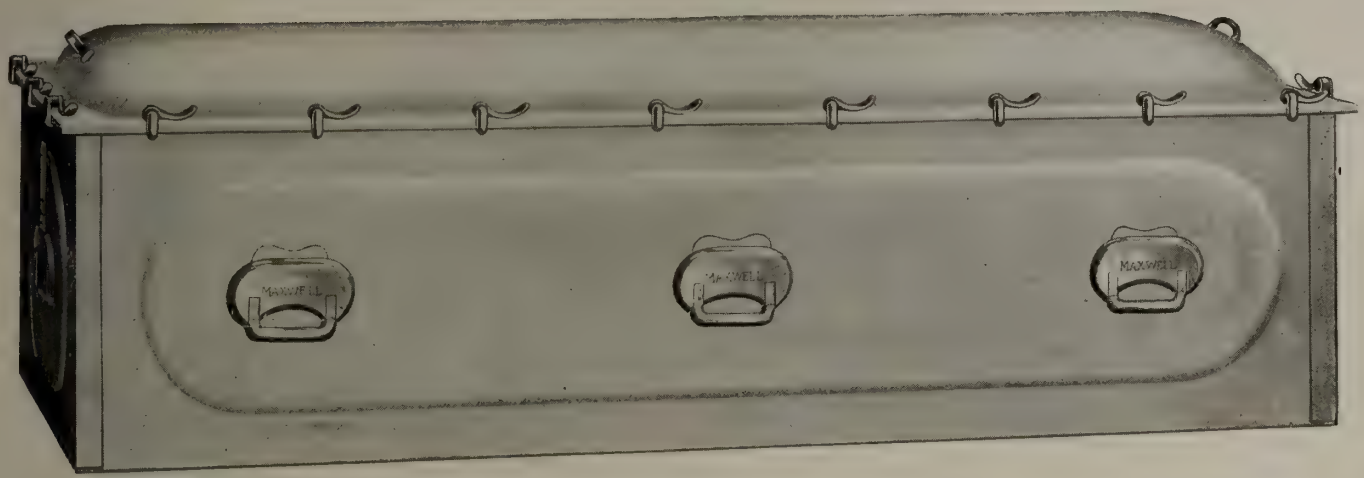
Drop us a card for prices

WM. H. WATTMAN

237 Mutual Street TORONTO, Ontario



Maxwell Sanitary Steel Vaults



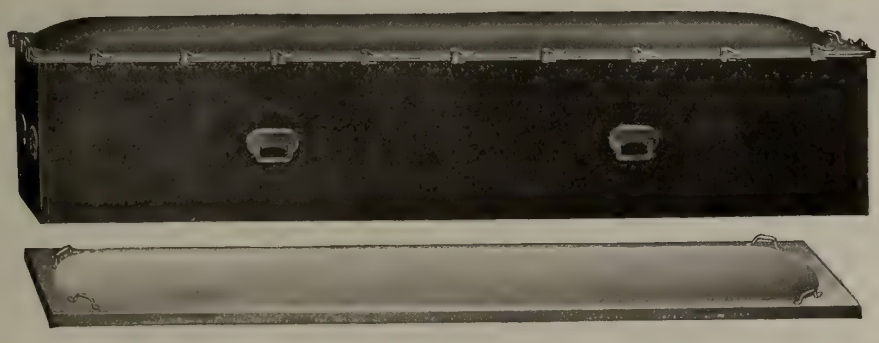
Our Customers are Assured of Superlative Quality and Prompt Delivery.

Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned. Design and Construction Unequaled.

Carried in Stock by All Leading Jobbers.

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $25.00; Without Tray $23.00; Tray Alone $4.00

Sold by all leading jobbers. Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Ontario Embalming Board's Annual Report

THE third annual report of the Board of Examiners of Ontario, covering the work for the year 1916, has just been issued in booklet form, and is highly creditable to the officers composing the Board. The resignation of James Torrance as secretary of the Board, following his appointment as Collector of Customs at Stratford, is noted, as also is the appointment of the new officers—T. E. Simpson as Secretary, and Jos. L. Tickell, as Chairman.

The secretary in his report notes the change by which the undertakers' license fee is now paid the Embalmers' Board instead of the Secretary of the Provincial Board of Health.

During 1916, two examinations were held—in February at which four candidates wrote, two of them being successful; and in September, at which 22 out of 27 candidates were successful. Four meetings of the Board were held during 1916.

The auditor's statement shows the finances to be in splendid shape, the receipts were $3,852.81, which with $5,415.96 cash on deposit in the bank, made a total of $9,268.77 on hand. Out of this payments of $3,506.62 for salaries, office expenses, etc., were made, leaving a balance of $5,762.15 to the credit of the board at the beginning of 1917.

Having no agent to investigate reported violations of the Act, the members of the Board take charge of the prosecutions. In one case it was necessary to take legal action against the offender; in several others satisfactory settlement was made without going to court.

The Board became affiliated last fall with the North American Conference of Embalming Examining Boards during the convention of that body at Columbus, Ohio.

During 1916, the following deaths were reported: Embalmers—J. W. Bates, Toronto; C. D. Blachford, Hamilton; T. B. Lawson, Crediton; J. L. Rolston, Metcalfe; Wm. Wilson, Owen Sound. Undertakers—A. M. Buchanan, Picton; W. H. Hall, Sundridge; Wm. Kilbank, Hillsdale.

At the time the report was printed nearly six hundred funeral directors in Ontario had applied for and been granted their two licenses; 13 had taken out embalmers' licenses, and 130 had been granted undertakers' licenses.

PROFESSIONAL NOTES

J. C. Smith, first assistant to Robt. U. Stone, Toronto, was called home to Hartford, Conn., on February 21, by the death of his mother. The funeral was held on Friday, February 23, at that city.

Wallace W. Foster, who for the past ten years has been first assistant for Snow & Co., Halifax, N.S., has accepted the management of Tees & Co., Montreal, and will move his family to the metropolis.

John Lampman, undertaker, of Wellandport, Ont., is one of the directors of the Farmers' Milling Company, which has just been incorporated.

Wm. Wray, undertaker, of Montreal, passed away in late January.

Wilmot F. Webster, undertaker and embalmer, of Oakwood, Ont., has purchased the furniture and undertaking business of R. Smith, Little Britain, Ont.

T. E. Simpson, of Sault Ste. Marie, Ont., has been elected first vice-president of the Board of Trade. Mr. Simpson is the secretary-treasurer of the Ontario Embalmers' Board.

A dissolution of H. R. Bourgie & Co., undertakers, of Montreal, has been registered.

PROMINENT FUNERAL DIRECTOR BURIED.

One of the most prominent funeral directors in Canada died at Montreal on January 30, after a few days' illness, in the person of Wm. Wray, at the age of 53, following a serious operation. Mr. Wray had been in business in the Canadian metropolis for 17 years, and in that time had reached one of the highest pinnacles in the profession. His funeral, which was one of the largest in recent years in Montreal, was attended by many notable people of that city.

Wm. Wray will be remembered as having taken charge of a number of the large recent funerals of Montreal, prominent among them being the details of the



THE LATE WM. WRAY.

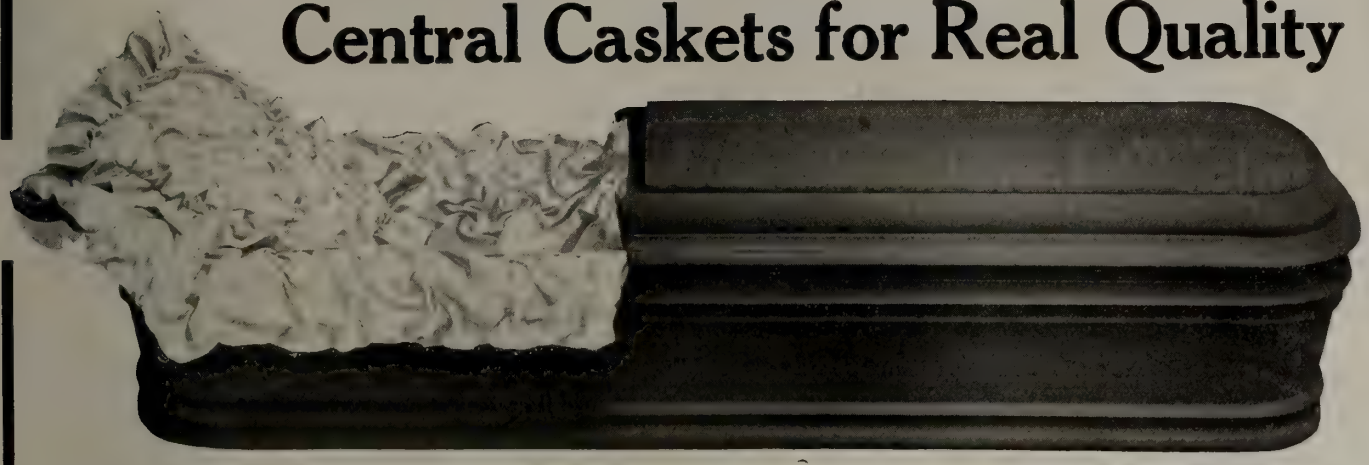
arrangements in connection with the burial of the victims of the "Empress of Ireland" disaster. In his younger days Mr. Wray was quite an athlete. In 1887 he was the winner of the Emerald Club cross country race, one of the biggest events of that time.

Mr. Wray leaves a widow, two sons and a daughter. Both sons are associated with their father's business. Mr. Wray was a Mason and member of the Mystic Shrine, and an adherent of the Anglican Church. His funeral, which took place from his late residence, was held on Thursday, February 1. A funeral service was held at the home, the officiating clergymen being Rev. Dean Evans and Rev. Mr. Russell. The funeral itself was conducted under full Masonic auspices.

The floral tributes were numerous and beautiful, entirely filling two carriages. Many telegrams were received from friends in both Canada and the United States, among them from E. A. Chandler, of the Central Casket Co., Buffalo; Chas. Messenger, Schenectady, N.Y.; Fred. Elliott, Prescott; and R. U. Stone, Toronto.

At the funeral were noticed R. S. Flint, Toronto, Canadian representative of H. S. Eckels & Co.; W. Rochau, Montreal; Geo. Birney, Ottawa; and J. Donnelly, Brockville, representing Elliott Bros.

Central Caskets for Real Quality



No. 300 Elliptic Half Couch Casket

There is a touch of distinctiveness and artistic beauty found in the Central Line that makes its own appeal to your trade. Better carry these quality goods in stock, especially when they cost no more than the ordinary kind.

CENTRAL CASKET COMPANY, LIMITED

Bridgeburg, Ont.
Telephone 126

R. S. Flint, 221 Fern Ave., Toronto
Telephone Parkdale 3257

SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted **DIOXIN**, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He **KNOWS** that he has the Best Fluid in the world and he will tell you **WHY**.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using **DIOXIN**.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit **DIOXIN** Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out **DIOXIN** as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that **DIOXIN IS** the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before **DIOXIN** will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

ONTARIO RETAIL FURNITURE CONVENTION

(Continued from page 40.)

retail trade; That we, in meeting assembled, consider this an unfair practice and would respectfully request that a committee of this convention be appointed to meet in conjunction with a committee of the furniture manufacturers in order that this unfair method of merchandising might be immediately discontinued.

"W. S. SMITH "J. G. HENRY.
"L. H. McKILLOP. "W. C. MILLER."
"L. DEYMON.

The same members were appointed a committee to wait on the manufacturers and discuss this grievance.

Better Homes and Better Business

A resolution sympathizing strongly with the "Better Homes" movement was unanimously adopted following the reading of this letter from the editorial department of Canadian Furniture World:

"Furniture dealers who belong to your association will no doubt be interested in a big campaign to stimulate greater interest in the home and its furnishings which it is planned to inaugurate in the United States, and which we believe could be profitably extended to include Canada, making a big continent-wide movement that would prove extremely beneficial to all branches of the furniture trade.

"The ball was recently started rolling at a preliminary meeting in Grand Rapids which representatives of the Canadian furniture papers were invited to attend. Offers of co-operation and assurances of hearty approval were received from the allied trades and a convention proposed for New York City in April, when a national organization will be formed, and means considered for arousing a better knowledge of good furniture and furnishings and a greater demand for them.

"The Canadian Furniture World believes that if the Canadian trade would co-operate on this movement for 'Better Homes,' making it continent-wide, that it would prove extremely beneficial to all concerned. The writer has taken the matter up with the secretary of the Furniture Manufacturers' Association of Canada, and he is writing the members of the Association to get their views on the matter of co-operation in the campaign.

"As such a campaign would be extremely helpful to the retail trade and prove a permanent benefit to the furniture business, we believe the subject is worthy of discussion by members of your Association while in convention.

'Yours very truly,

"CANADIAN FURNITURE WORLD."

Toronto, Feb. 20, 1917.

Unsanitary Shoddy in Bedding

Unsanitary bedding came in for a few rounds, following the reading of a letter from the Wright Furniture Co., Port Arthur, and the Executive was asked to take up the matter and deal with it by urging the Provincial Board of Health to lay down more stringent rules regarding the use of second-hand mattresses. Chairman Henry suggested Canadian Furniture World reprinting their articles on this subject of eighteen months ago, so as to better inform the trade of the conditions prevailing in the sale of unsanitary bedding.

Election of Officers

The election of officers resulted in the following furniture dealers being chosen to preside over the destinies of the Association for its first year:

President—J. G. Henry, Sudbury.
First Vice-President—W. G. Smith, Belleville.
Second Vice-President—G. Lippert, Kitchener.
Treasurer—W. A. Britton, Grand Valley.
Secretary—Wm. G. Miller, Toronto.

The following compose the personnel of the necessary committees:

Grievances—C. M. G. Smith, Barrie, (chairman); T. H. McKillop, Brampton; E. Dreisinger, Elmira.

Legislation—Robt. Nugent, Lindsay, (chairman); C. N. Greenwood, Stratford; L. Deymon, Fenelon Falls.

Advisory—J. A. Donaldson, Caledon East, (chairman); J. Dennis, Preston; W. Vaughan, Scotland.

Greetings from Kindred Association

President Nugent of the Canadian Embalmers' Association, spoke briefly. He hoped for a united effort on the part of the new body, and the R. M. A., and he promised co-operation by his own association.

A vote of thanks was tendered amid applause, to Secretary Miller, for his services in making the convention program run so smoothly. Mr. Miller replied. He had hoped for a larger attendance, but no doubt it would grow, and would in time become a forerunner of a Dominion Retail Furniture Association, embracing all dealers from the Atlantic to the Pacific.

Sympathy from Travellers

C. A. Coryell, Sidway Mercantile Co., wanted to say, on behalf of his firm that they had one aim constantly before their house—they wanted the trade to know; they wanted the public to know that theirs was a house in which every confidence could be placed. They sold only through legitimate channels—to the trade to reach the consumer.

Introduced as a ladies' man, Mr. Black, manufacturers' agent, congratulated the dealers on having got together to help to better themselves. He hoped to see the new association become a force in the elevation of the trade as a trade. He had been urging for years on all with whom he came in contact, their attendance at these annual gatherings.

Final Proceedings

A vote of thanks was tendered the press representatives—James O'Hagan, editor of Canadian Furniture World, and A. E. Uren, Furniture Journal, for their attendance, and Mr. O'Hagan on his own behalf and that of his colleague responded. It was part of their daily work, he said, but nevertheless a pleasant task. The Association idea was a splendid one, he felt its importance ever since entering the furniture press field years ago. The furniture trade should long ago have come together. The trade papers would do their share to help make successful the work of the Association.

Mr. Henry, in thanking the convention for his election and in bringing the meetings to a close, said he took his position seriously. "All we want is fair play," said he, "and particularly for the furniture dealers of this Province of Ontario." He asked the support of dealers and trusted that a very much larger gathering of furniture men would be present when the next annual rolled around.

The singing of "God Save the King," terminated the proceedings.

Canadian School of Embalming
Instruction in Practical Embalming and Funeral Directing
PREPARATION FOR EXAMINATIONS
R. U. STONE, Principal
New Address
525 Sherbourne St., Toronto

Undertakers Shipping Directory

ONTARIO

Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont.—
Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Hamilton, Ont.—
Blachford & Sons,
57 King Street West.
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co., 19-21 John St. N

Huntsville—
Hilliar, Joseph.

Ingersoll—
McIntyres, F. W. Keeler and R. A. Skinner, props.

Kemptville—
McCaughey, Geo. A.

Kingston—
Corbett, S. S.
Reid, Jas., 254 Princess St.

London, Ont.—
Ferguson's Sons, John
174 to 180 King St.

Orillia—
W. A. Strachan,
Successor to
H. A. Bingham.
'Phone 453.
D. Clark. Tel. 159.
Mundell, J. A. Phone 126.
150 Mississaga St.

Oshawa—
Disney Bros.
Luke Burial Co.

Port Perry
Disney, R. S.

Schomberg, Ont.
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
Williams, P. R., & Sons, 519 Talbot St.

Stirling—
Ralph, Jas. 'Phone 102.

Stratford—
Greenwood & Vivian, Ltd., 88-92 Ontario St.
White & Co., 80 Ontario St.
Down & Fleming,
94 Ontario St.

Toronto—
Cobbledick, N. B., 2068 Queen St. East and 1508 Danforth Ave. Private Ambulance.
J. A. Humphrey & Son,
463 Church St.
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707 Queen St. E.
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Moncton—
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Dauphin—
Farrell, A. F.

Winnipeg—
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Thompson Co., J., 501 Main.

SASKATCHEWAN

Moose Jaw—
Broadfoot Bros.

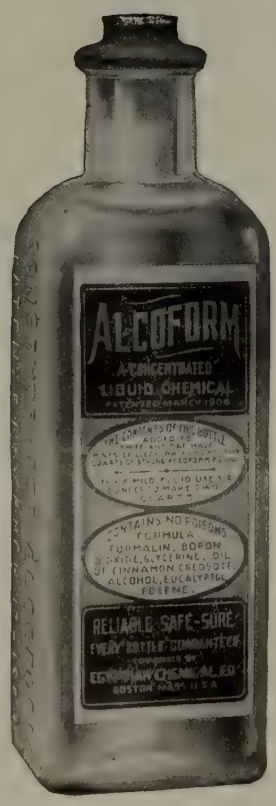
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Young, A. E.

The Original Patented Concentrated Fluid

Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

Ask others for their Formula



Larger Bottles filled up with water

Special Canadian Agents

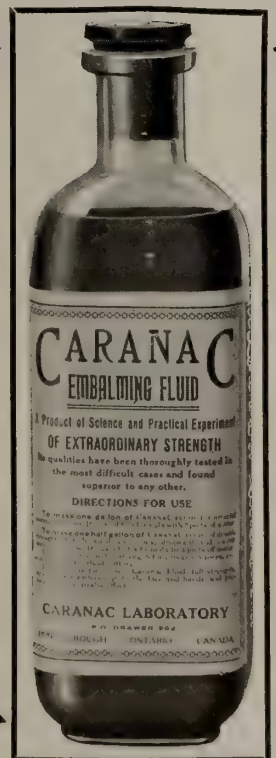
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EMBALMING FLUID

Will produce the best possible results

7.50
per gallon
(Concentrated)



Your efficiency can be increased by using Caranac Fluid

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(Concentrated)

CARANAC LABORATORY
PETERBOROUGH, ONT.

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FRANK & LAMBERT Inc.

115-121 Wooster St. New York, U.S.A.

Everything in the Dry Goods Line

Coverings and Interiors of Caskets.

Manufacturers of Robes, Dresses, Suits, Gloves, Combination Sets, Linings, Door Crepes, etc.

For the Jobbing and Wholesale Trade

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50 cents per insertion up to twenty-five words. Each additional word two cents, If Box is required 5 cents extra to cover postage, etc. Cash must accompany each order —no accounts booked.

UNDERWOOD TYPEWRITERS—Thoroughly rebuilt, look like new, wear like new. Guaranteed five years. Less than one-half manufacturers prices. Free inspection, and sold for cash or payments. Send for proposition and protect yourself with copies of letters and orders written. Address, Arthur O. Secord Co., Limited, Dept. 6, Brantford, Ontario.

FOR SALE—Furniture and Undertaking, with equipment; store, house, stable, sheds; excellent locality, eastern Ontario. Good reasons for selling. Fine opening for right man. Write Box 16 Canadian Furniture World, Toronto, Ont. f-m

FOR SALE—A full undertaker's equipment, including hearse, wagon, lowering device, gleasing board, embalmer's outfit, and everything needed to conduct a business. Will be sold at a bargain price. Box 18, Furniture World and The Undertaker. -m

FOR SALE—New up-to-date eight columned hearse. For particulars and photo, apply to Box 19 Furniture World. -m

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FOR SALE—Hearse, team and harness, moderate price, medium weight. "Stone" Undertakers, 525 Sherbourne St., Toronto.

Champion Fluid



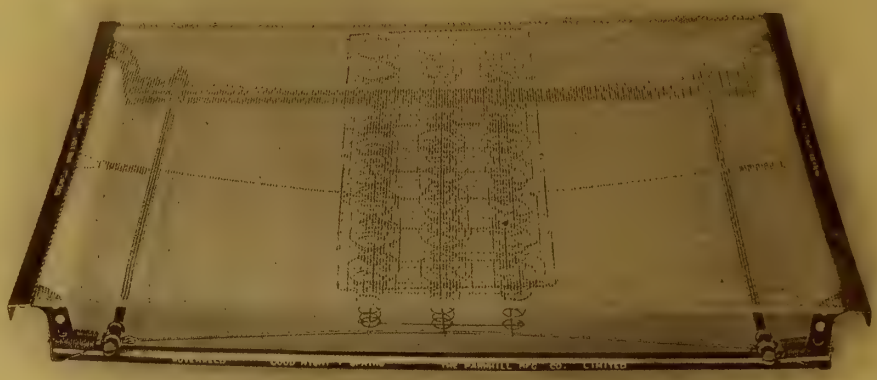
The Boy:—*"Mama, when I'm a man and become papa's partner in the undertaking business, I'm always going to use Champion Fluid, because I heard papa and grandpa both say that Champion always gives them better results than any other fluid."*

Wisdom from the Mouth of a Child

Champion Fluid has been used from generation to generation, and has always been of highest quality, and so recognized.

As the art of embalming has progressed the formula for **Champion Fluid** has been revised to keep **Champion** always in the lead. In all these years the name **Champion** has stood for the best, as it does to-day.

The Champion Chemical Co., Springfield, O.



The New Parkhill "Good Night" Bedspring
(Patented)
"Wovenweld" Construction
(Patents Pending)

What's In a Name

If the name designates some unusual and outstanding characteristic of an article to which it is applied, there is often great significance.

In this particular case the "Good Night" Spring embodies *an entirely new principle in spring construction* that ensures *a good night's sleep* under all circumstances.

A careful study of the illustration will show that the *frame of the spring* as well as the fabric itself is buoyant, because it is *suspended* by strong end helicals from the cross rods at each end, and these cross rods—not the frame itself—rest on the bed.

Ask our salesman to explain the "Wovenweld" process to you, when he is telling you about the "Good Night."

We Make This Spring in Link Fabric Also

The Parkhill Manufacturing Co., Limited

GUARANTEED ALASKA BEDDING
TRADE MARK REGISTERED

Successors to
The Alaska Feather and Down Co., Limited
Makers of High-Grade Bedsteads and Bedding.
MONTREAL

"Alaska on an article means high-grade every particle"

Vol. 7 No. 4 Featuring Spring and Summer Furniture APRIL, 1917

Canadian FURNITURE WORLD AND THE UNDERTAKER

Published by the Commercial Press, Limited, 32 Colborne Street, Toronto

Adams Buffet



Made in Mahogany

McLagan Quality

The exquisite charm of this buffet will appeal to your customers. It is splendidly constructed from selected mahogany, beautifully matched, and the wonderful finish helps greatly in bringing out the qualities of this wood. The design being of the Adams motif, it shows a dainty touch so characteristic of this period. You should feature this on your floor. It will add greatly to your stock, and also add a measure of profit that will help you greatly in your coming Spring business.

The George McLagan Furniture Company, Limited
STRATFORD ONTARIO CANADA

For the Spring Trade

Every child who doesn't own a KIDDIE-KAR now, wants one this spring.

Are you ready to meet the demand?

Orders entered now can be shipped immediately.

	East of the Great Lakes	West of the Great Lakes
No. 2—Two to Three Years	$1.50	$1.75
No. 3—Three to Four Years	2.00	2.25
No. 4—Four Years and over	2.50	2.75

Prices to Dealers on Application

Advertising folders, posters and newspaper cuts supplied.

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ELORA - ONTARIO

THE ONLY



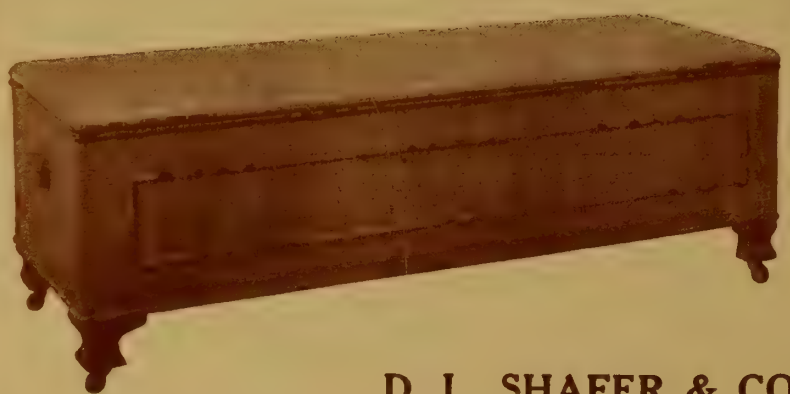
TRADE MARK KIDDIE-KAR REGISTERED

PATENTS PENDING

Selling Agents

John C. Mundell & Co., Ltd.

Elora, Ont.



Feature Shafer Chests

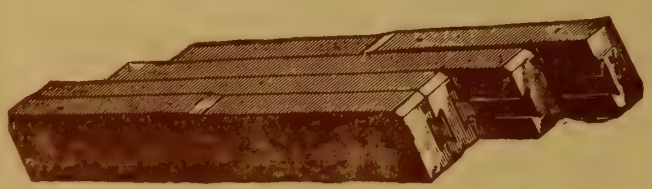
in your windows

The sooner you do it the better. Winter clothing will soon be stored away and our Cedar Chests will be exceptionally saleable. Get the suggestion working at once and you are sure to reap the benefit.

Send for prices in next mail

D. L. SHAFER & CO., ST. THOMAS, ONTARIO

THE WABASH SLIDE



MADE BY

B. WALTER & CO., WABASH, IND.

The Largest EXCLUSIVE TABLE SLIDE Manufacturers in America.

SLIDE making a SPECIALTY BUSINESS

Because of our SPECIAL EQUIPMENT we can make SLIDES BETTER and CHEAPER than the furniture manufacturer who makes a dozen articles.

Many of THE BEST CANADIAN TABLE MAKERS are using WABASH SLIDES.

WHY ? Because we make a better slide at a lower cost.

DEALERS—INSIST on WABASH SLIDES

STRATFORD

DIRECTORY

Geo. McLagan Furniture Co.
Limited
Medium and High Grade Dining Room, Parlor, Hall and Library Furniture.

Farquharson-Gifford Co., Ltd.
Specialists in Revolving Seat Davenport Beds, and Living Room Furniture.

Stratford Chair Co., Limited
Diners, Rockers, Bedroom Chairs, Office, Den and Library Chairs, Children's Chairs. Buffets and Extension Tables. Dressers and Stands, Chiffoniers.

The Kindel Bed Co. Limited
Davenport Beds.
Living Room Furniture.

Globe-Wernicke Co., Limited
Globe-Wernicke Sectional Bookcases. Globe-Wernicke Filing Cabinets, Filing Cabinet Supplies, Stationers' Goods.

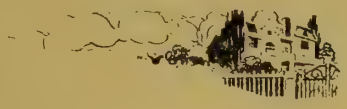
Imperial Rattan Co., Limited
Upholstered Reed and Willow Furniture of every description. Upholstered Living Room Furniture and Chesterfields, "Old Hickory" Rustic and Garden Furniture.

Classic Furniture Limited.
High Grade Bedroom Furniture in Mahogany, American Walnut and Quartered Oak.

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Limited
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Stratford Bed Co., Limited
Brass Beds and Costumiers.
Brass Fire Place Rails.

Stratford Desk, Limited
Office Furniture.



S PECIAL effort should be made at this season of the year to feature and bring before the public spring goods, and a careful perusal of Stratford products will help greatly in solving the problem.

P AST efforts along these lines have added greatly in educating the buyer of good and reliable furniture of the great benefits to be derived in buying made in Canada furniture of quality.

R ELIABLE products well advertised create a demand that cannot be overlooked, and our efforts along these lines have added very much to the demand of Stratford furniture, and helped the retailer.

I N stocking for the coming spring trade, feature these lines in your windows and on your floors, emphasize their quality, design and finish, and we feel sure you will be amply repaid in sales.

N O city in Canada can boast of larger and better equipped factories for the manufacture of furniture than Stratford, and we want your co-operation to make this coming season mutually profitable.

G ET in touch with us, write for our catalogues and prices and prepare yourself for all emergencies to meet the wants of your customers. Let Stratford made for Canadian trade, be your motto.

STRATFORD
FURNITURE
MANUFACTURERS

STRATFORD

Our New Bed

Beauty, Comfort, Convenience and Space Economy are the characteristics of every

Kindel BED

The KROEHLER KODAV

WE ANNOUNCE to the Canadian Furniture Trade that we have now ready for delivery our new bed, the *Kroehler Kodav.* This is the newest and most up-to-date bed on the market to-day. It has space for a full sized mattress, folds automatically and when folded has a very handsome and substantial appearance.

There is no other bed like the *Kroehler Kodav* on the market, and its appearance will far outlive anything yet produced by any manufacturer in Canada.

We are prepared to book orders for early delivery

Kindel Bed Company
Limited
Stratford Ontario

STRATFORD

STRATFORD CHAIRS

Will meet with the approval of your customers



Without exception these chairs are attractively beautiful in design and finish. Further, these chairs are priced to sell quickly and at a good measure of profit. You owe it to yourself and to your business to get the facts. Write us.

THE STRATFORD CHAIR COMPANY, LIMITED

STRATFORD *Chairs of Quality* ONTARIO

STRATFORD



Real Outdoor Furniture

YOU will surely want to handle the best and most profitable line of outdoor furniture this Spring—that is

"Old Hickory"

The only logical outdoor furniture

For spacious lawns and grounds nothing is more substantial and beautiful than a well planned "Old Hickory" setting.

Prompt shipments now. New 50-page catalog on request.

Imperial Rattan Co.
Limited
Stratford Ontario



Prepare now for your Spring and Summer trade

Get our Catalogue NOW

Manufactured by

The Stratford Mfg. Co. Limited

Stratford, Ont

STRATFORD

ANNOUNCEMENT

Next month we will have ready for shipment the most complete Divanette that has ever been offered to the furniture trade.

Mr. Furniture Dealer, you will marvel at its simplicity of operation; it is absolutely fool proof, while the accommodation it has for a thirty-five pound mattress with bedding and pillows will be a revelation.

WATCH THIS SPACE NEXT MONTH

The FARQUHARSON-GIFFORD COMPANY
LIMITED

Specialists in Davenport Beds and Living Room Furniture

STRATFORD ONTARIO

Mr. Furniture Dealer:

Are you getting and reading The Canadian Furniture World and Undertaker regularly? If not send $1.00 to address below, and the paper will come to you, postpaid, each month.

The Commercial Press, Limited
32 Colborne St., Toronto

The Canadian MANUFACTURER

THE PAPER FOR FACTORY EXECUTIVES

¶ If you are a factory executive, if you are responsible in any way for the effectiveness of your machinery, your workmen or your office staff;

¶ If you have authority to buy, or responsibility for what is bought in your plant, no matter what your title is—president, general manager, secretary, superintendent, works manager or sales manager ;

¶ If you want to attain the highest standard of efficiency in your works or your office

You should read every issue of

The Canadian Manufacturer

¶ It is not merely a paper for wood-working plants, but rather a paper for all classes of factory executives.

¶ Its hints and suggestions are gathered by a staff of practical men, who have worked in well-conducted plants and who know what new idea is workable and what merely an ineffective experiment.

¶ These suggestions are secured by personal visits to plants where keen, experienced executives are steadily increasing efficiency, and only the best of the many "new" methods and ideas noted are given in this paper.

¶ To the alert executive the paper is worth many times its cost.

¶ Also, the review of current events by Mr. W. L. Edmonds, appearing only in The Canadian Manufacturer, is worth many times $1.00, the yearly subscription price. You should read every issue of

The Canadian Manufacturer



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Aquarium, bronze or colors
$6.25

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$3.00

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Antique, **$4.50**
Bronze,
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Aquarium, size 19 inch, bronze or colors,
$4.50
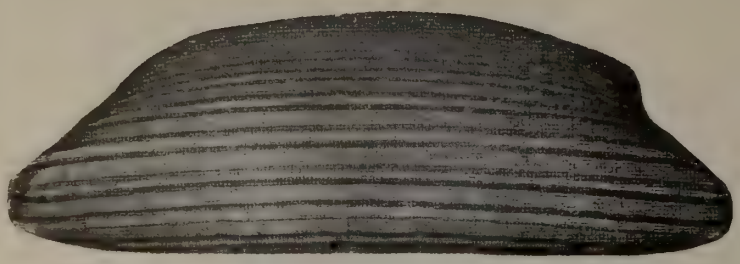
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Aquarium, size 17 inch, bronze or colors,
$6.00

THE G. L. IRISH LINE OF BEAUTIFUL ALABASTINE STATUARY

Comprising 1500 models, copies from the best statues in the leading art galleries of Europe and America. Finished in Antique, Art Gallery Ivory, French Bronze and Natural Colors.

POETS MUSICIANS AUTHORS — CLASSIC COMIC HISTORICAL — AQUARIUMS ORNAMENTAL

Furniture Dealers can make a big hit with this line — Not only a great money making line — but a decoration for the store.



Above is shown a Mattress prepared for tufting and finishing. It is shown as 36 inches thick through the middle, and when it is compressed to 6 inches, as when finished, some idea can be had of its elasticity.



THE KAPOK

THE FASTEST SELLING MATTRESS

The "Kapok" mattress has become very popular and fast selling, owing to it being of high quality and moderate in price.

"KAPOK," otherwise known as the Queen of Bedding Material is positively the lightest, softest and most durable and comfortable mattress known to the bedding industry.

Order a sample mattress to-day or write for booklet.

THE CANADIAN FEATHER AND MATTRESS COMPANY
TORONTO LIMITED ONTARIO

MATTHEWS BROS., LIMITED

TORONTO 788 DUNDAS STREET CANADA

"MADE IN CANADA" MOULDINGS

of the finest design and practicability. All kinds of "Up-to-the-Minute" picture frames at prices that defy competition, all made and designed by

THE BIG CANADIAN MOULDING HOUSE



SPECIAL NOTICE—The capacity of our factory is being taxed to the limit to fill orders. Your order, therefore, should be placed at once, so as to ensure delivery in time for your requirements. Our gross lot order offer is worth investigating.

"Every one who sees one wants one"

You never had a line on your floor that sold more readily than the

PEERLESS FOLDING TABLE

It is useful for such a number of things—for the card party; out on the verandah; on the lawn; under the shade tree, in winter and in summer, this handy portable folding table has created a wide demand for itself. Then there's our advertising and liberal profit margin to make it worth your while.

Hourd & Co., Limited *Sole Licensees and Manufacturers* Dept. 'W' LONDON

Canadian Bent Wood Chairs

Better than Imported—and a little lower priced

IMPORTED Bent Wood Chairs are made of beech, surfaced. These Canadian-made chairs are of genuine oak, showing the handsome natural grain, and finished to suit the popular taste. Made also in mahogany finish. They are as strong and light, as well-designed and constructed as such chairs can be made. You can't do better and you may do worse, so buy North American Bent Wood Chairs.

Library and Living Room Furniture

We manufacture some splendid chairs for the Livingroom and Library; William and Mary and Jacobean design in quarter cut oak, any finish; cane, tapestry or roan leather. These are excellent values.

Write us for full particulars. You will be interested

The North American Bent Chair Co. Limited

Owen Sound Ontario

Living Room Suite

No. 6375. *Mahogany*

SOMETHING new and beautiful in living room suites. This is exceptional in quality, finish and design, and will undoubtedly be a fast seller. Our best efforts have been put forth to make this suite attractive, and from illustration, you can readily see we have been immeasurably successful

Hand in hand with quality, finish and design is the sturdy construction, and we have no hesitancy in adding that the build of this suite will stand the hardest wear.

Our goods are made in Canada by Canadian workmen, and compare more than favorably, both in attractiveness and selling qualities, with any in the world, and our large factory equipment not only gives you quality, but also service.

Put this suite on your floor. It will be a feature outstanding in appearance, creating sales without any effort, and adding prestige to your stock by virtue of its drawing and selling qualities.

Write us a line regarding this. Our service department is at your disposal, and if situated close to any of our branch show rooms, drop in and get acquainted, see the goods and be convinced.



Remember

our Permanent Wholesale Showrooms at

136-140 King St. East, Toronto

are open all the year around and afford the dealer with a prospective customer every opportunity to make a sale.



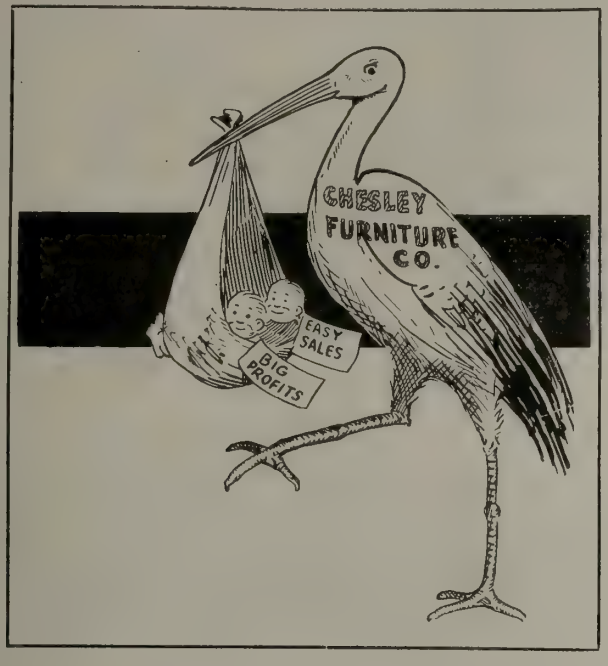
CANADA FURNITURE MANUFACTURERS LIMITED

General Offices: Woodstock, Ont. *Wholesale Showrooms:* Toronto - Winnipeg

Factories: Wingham Walkerton Wiarton Woodstock Kitchener Waterloo Seaforth

When in Toronto make our Showrooms your headquarters.

"TWINS" FOR THE DEALER





It's not a crime to be a merchant in a small town

A large number of our merchant princes live there and most of our big successful men started there. But some manufacturers of tables give the merchant in the small town indifferent service. We don't. If you want one or a dozen tables from our line, your order will have our careful attention. It's economy to order at least two tables—they pack better for shipment—but just the same if you want one, you'll have it as promptly as possible and it will reach you in good condition. We have consistently made good tables and "made good" with our customers. Probably that's the reason why it's not been necessary for us to make an exhibition display. We would like you to get "Twins" on your floors. They sell themselves.

CHESLEY FURNITURE COMPANY, LIMITED

CHESLEY ONTARIO

Toronto Furniture Company Limited

Toronto, Canada

Popular Priced

High Grade

Correct Period Furniture

Dining Room and Bed Room

DU PONT FABRIKOID

REG. U. S. PAT. OFF.

CRAFTSMAN QUALITY

FOR UPHOLSTERY

PREVALENT conditions in the leather markets make to-day the opportune time for adopting CRAFTSMAN QUALITY FABRIKOID. Such adoption assures an ample supply of covering material of uniform quality. Adopting CRAFTSMAN QUALITY FABRIKOID is not an experimental procedure. Thousands of yards are now on many well-known upholsterers' divans, couches, library and theatre chairs. CRAFTSMAN QUALITY FABRIKOID is distinctive in appearance, impressive to the customer, and is superior in service to much of the so-called leather available to-day.

Upholsterers who have adopted CRAFTSMAN QUALITY FABRIKOID are increasing their orders and using it to displace the costlier but poorer quality of leather.

ASK FOR SAMPLES OF CRAFTSMAN QUALITY FABRIKOID. WRITE TO-DAY

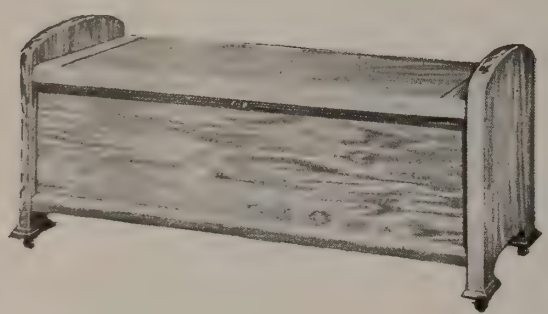
Du Pont Fabrikoid Co.

Wilmington, Del.
Toronto, Ont.

FACTORIES: Newburgh, N.Y. Fairfield, Conn. Toronto, Ont.

CRAFTSMAN QUALITY U-2 GRAIN MOORISH FINISH

The Chest of a Hundred Uses



A broad saying, but none too broad to apply to our splendid range of

TENNESSEE

Red Cedar Chests

And it is those very uses that make them such great sellers.

Place one or more on your floor and watch them go.

Send for our Catalogue.

THE ARTISANS COMPANY

17 YORK STREET GUELPH, ONTARIO

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited

Owen Sound Ontario

Manufacturers of Medium and High Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

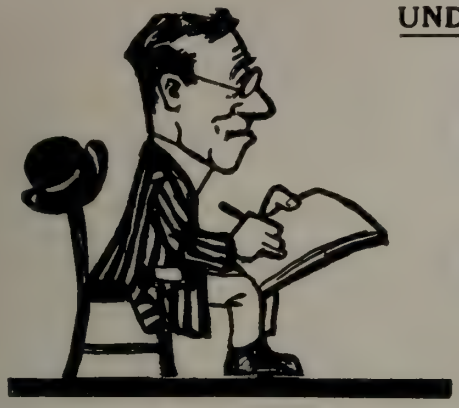
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STERILIZED POLISHING RAGS AND CHEESE CLOTH

ADE 760

E. PULLAN

20 MAUD STREET TORONTO



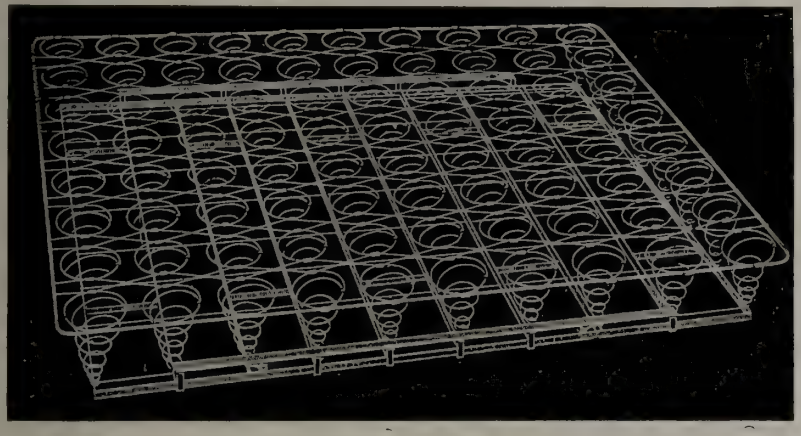
UNDER NEW MANAGEMENT

Let Us Take Your Order for Spring Trade *Now*

The new Adjusto Mattress

which sells itself, makes itself heard and proves its own arguments. All you need to do is explain that it is the only adjustable mattress on the market. Write us for full particulars —better ask us to send you a sample and be convinced.





The Spring With A Life

is guaranteed by us for ten years. It is a good, strong, serviceable article, and every-day seller that yields the furniture dealer a substantial profit and gives your customers excellent satisfaction.

The "ONTARIO" LINE

You are missing a golden opportunity if you haven't a selection of "ONTARIO" goods on your floors. Write us for full particulars of our line. It's a line you should know more about. Don't delay. Write us to-day.



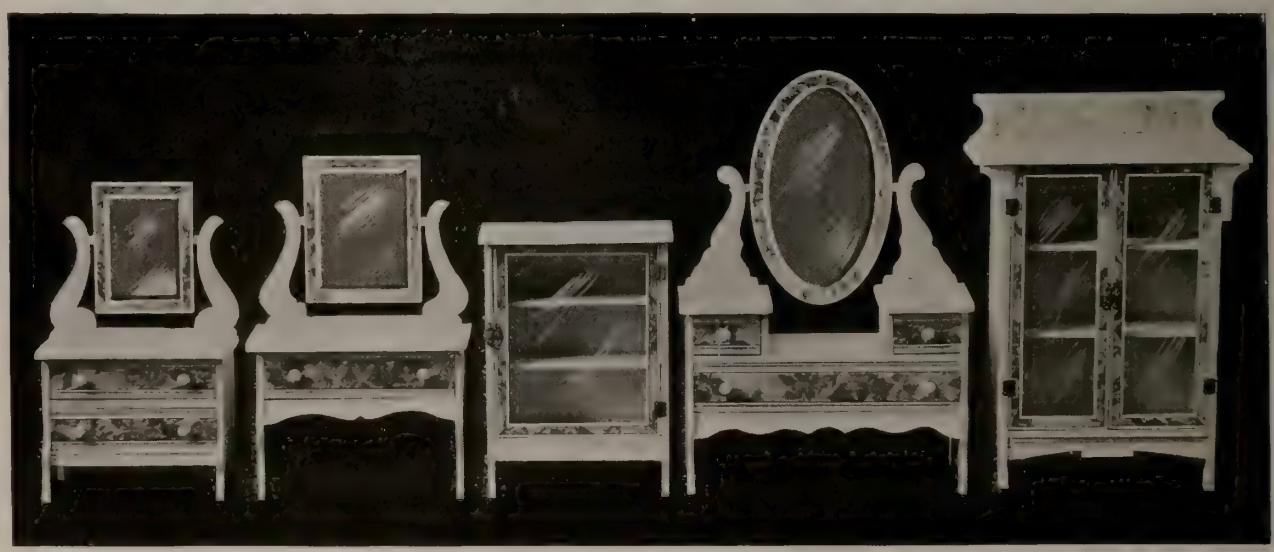
Ontario Spring Bed & Mattress Co.

London Ontario Limited

Juvenile Furniture

This toy furniture is PRODUCED IN CANADA. It is better made than any similar line ever imported into Canada. Don't buy in other countries when you can get better goods and better values from *A Strictly Canadian Concern.* Help your country. Save yourself 42½% duty.

Last Spring some of our customers, who placed their orders at the last minute, experienced a delay that we could not avoid, for we fill orders as we receive them, the first to come being the first served. This is only what is fair. By ordering now you will get stock at the present prices. Delay until late and you may cut your profits in two. Order now and be assured of prompt delivery.



No. 28	No. 29	No. 30	No. 31	No. 32
Top, 6 in. x 11½ in.	Top, 6 in. x 11½ in.	Top, 6 in. x 11½ in.	Top 7½ in. x 24½ in	Top 7½ in. x 16¼ in.
Height, 19 in.	Height, 20 in	Height, 16 in.	Height, 24½ in.	Height, 23½ in.
Mirror, 5 in. x 7 in.	Mirror, 6 in. x 8 in.	Door, 9 in. x 11 in.	Mirror, 7 in. x 13 in.	2 Doors, 6 in. x 16¼ in

White Enamel Bedroom Suite with Cretonne Inlaid Panels

The Victoriaville Furniture Company

VICTORIAVILLE QUEBEC

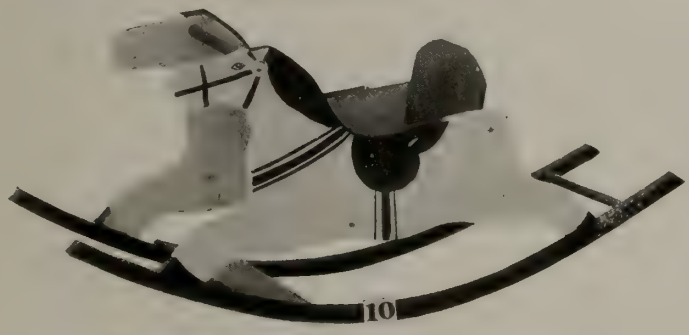
Juvenile Furniture

Here is your chance, Mr. Furniture Dealer, to enlarge your trade and increase your profits. This toy furniture, the first of its kind ever MADE IN CANADA, will sell wonderfully. It isn't that tiny, flimsy stuff that falls to pieces, but is well-made, of good material, in our regular furniture factory. Get in on this now. Send your order early.

No. 9
Shoo-Fly-Rocker
K. D. Construction
Length of Rockers, 37″
Height, 18″
Width, 12″



No. 10
Shoo-Fly-Rocker
Length of Rockers, 38″
Height, 18″
Width, 12″
Wood Seat



No. 11
Shoo-Fly-Rocker
Length of Rockers, 41″
Height, 20″
Width, 12″
Upholstered Seat



The Victoriaville Furniture Company

VICTORIAVILLE QUEBEC

Leisure reading that means more dollars when you work



A KNOWLEDGE of the big problems of business, put into a very comprehensive and readable style, helps you in finding easier and quicker ways of overcoming them. That's what Frank Farrington does in these two books. You will like the way his mind works. The wide scope of his experience, the accuracy of his statements, and his knowledge of human nature all combine to make them volumes that will be read not only for the entertainment they afford, but for their practical worth in the conduct of a retail store. The busy man will appreciate these books for another reason; they are written in concise form and he may start reading anywhere and find that particular chapter complete in itself, and depending in no wise upon those which precede or follow. Although if he fails to read every one of them he is depriving himself of a privilege.



Retail Advertising

"Retail Advertising Complete" covers with a comprehensive grasp such subjects as newspaper advertising, how to get up the ads., many representative samples being presented. A chapter is given to window advertising, and the subject of novelties is thoroughly discussed; that important part of advertising which is done inside the store is in no manner overlooked, while equal attention is given to outside advertising, such as bill posting and other means of reaching outlying districts; advertising direct by mail and mail order opportunities and advantages are gone into carefully; special sales as business getters, and some features that make them successful, are presented in a convincing manner. In short, this book is the common sense psychology of advertising.

266 Pages, 5 x 7 inches, Cloth
Price $1.00 Delivered

Store Management

In "Store Management Complete," which is well illustrated, the author gives a clear and concise picture of the kind of man, physically and mentally, that the successful merchant should be; the writer's experience has taught him that one kind of personality is most desirable, and he tells you about this. In a chapter on "Where to Start" the advantages of various locations are discussed; how to make the most of a poor one, and the desirable side of the street. "Store Arrangement" dips to the bottom in such subjects as making entrance easy, best arrangement of windows; how to plan the lighting, heat, and ventilation; utilizing waste space, and systems of storing extra stock.

An interesting chapter on "Clerk Management" brings out the advantage of knowing people and how to handle them. The other chapters deal with the buying end; the store policy; leaks; the store's neighbors; working hours; expenses; the credit business; what to sell; premium giving. The man and the business; their relation and success; that's the book.

252 Pages, 5 x 7 inches, Cloth
Price $1.00 Delivered

Both Volumes $1.90 Postpaid

The Commercial Press, Limited

Publishers of
Canadian Hardware Journal
The Retail Grocer and Provisioner
Canadian Furniture World and The Undertaker
Retail Druggist of Canada

32 Colborne Street
Toronto, Canada

Publishers of
The Canadian Manufacturer
The Canadian Builder and Carpenter
The Electrical Dealer and Contractor
Motoring



No. 188 CHESTERFIELD

This Suite is only one of our many designs in Living Room Suites.

We are manufacturing a large line of Chesterfields, Chairs and Rockers to match; covered in different grades of Tapestries, Velours and Silk Striped Plushes.

Our new catalogue is ready to be mailed. If you have not received one, write to us and we will mail a copy at once.

THE MONTREAL UPHOLSTERING CO.

1611-1613 CLARKE STREET, MONTREAL



No. 188 ¼ Chair



No. 188 ½ Rcoker

THE GOLD MEDAL LINE

Living Room Furniture *for* Comfort and Durability



No. 776
Tapestry Suite
Spring Edge and
Soft Loose
Cushions





We have many other designs in Chesterfield sofas and easy chairs to select from, and our stock of tapestries is large and well assorted. Only the best English tapestries are used.

THE GOLD MEDAL FURNITURE MFG. COMPANY
Limited

TORONTO MONTREAL WINNIPEG UXBRIDGE

WHEN YOUR HOUSECLEANING AND MOVING DAY TRADE COMES IN

This is the year above all years in the past when people will be wanting to replace old furniture. They have the money. And they have better taste than ever before.



Show them this new bedroom suite from "THE MEAFORD LINE."

It is made of Birch Lumber and finished in old ivory enamel; also in mahogany.



THE MEAFORD LINE

is priced right and is made right. We produce the best medium priced and profit-producing line of furniture in Canada.

Get in touch with us and we will serve you well

THE MEAFORD MANUFACTURING CO., LIMITED

MEAFORD ONTARIO



TRADE MARK

Leggett & Platt



The little metal tag that

guarantees the quality.

There is no other Spring like the Leggett and Platt Single Cone Construction

There are many coil spring beds on the market, but only one built like the L. & P. This is the only spring bed in which each coil acts independently—yet each coil is firmly fixed in place and is a permanent part of the whole.

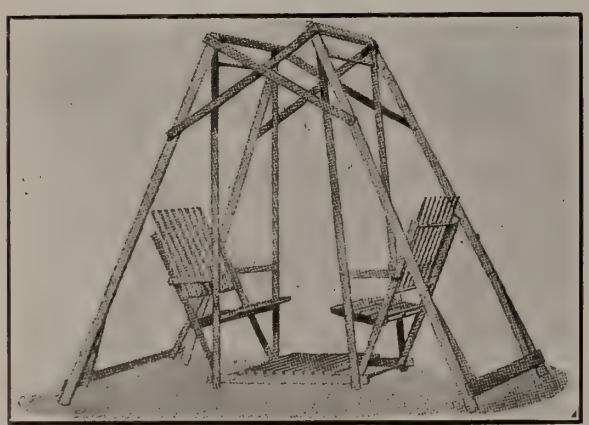
Give your customers the best by stocking L. & P. spring beds.
You ought to know more about Leggett & Platt Coil Springs — the knowledge will help you in business. Full particulars of the line will be mailed immediately on your request.

Leggett and Platt Spring Bed Company, Limited

Windsor Ontario

LAWN SWING

For 2 or 4 persons



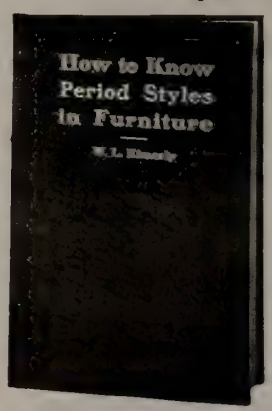
The derrick is 9 feet high, painted red, and glazed with good outdoor varnish. The cross-arms, hangers and seats are finished on natural wood. The swing is amply large for 4 persons and folds completely. Weight each 115 pounds

For particulars write to

J. E. Beauchamp & Co., Montreal

Representatives: T. A. Corley & Son, Winnipeg, Man.
Geo. A. Borgfeldt & Co., Toronto. W. J. Grant, Maritime Provinces

For Every Furniture Man



A Helpful, Thoroughly Practical Book, Written by an Authority—

HOW TO KNOW PERIOD STYLES IN FURNITURE

150 Pages 317 Illustrations

Price, $1.50

Designers will find illustrations of the work of celebrated designers of history. Examples are taken from the recognized collections and museums of the world.
Buyers—The book is arranged for easy reference with the distinguishing features of each period clearly shown.
Salesmen—The information in "How to Know Period Styles" will enable you to talk authoritatively on the subject.
Students—The confusing element has been eliminated, but all necessary information is included.

Send us $1.50. Keep the book 10 days, and if it isn't worth the price, return it and get your money back.

The Commercial Press

Publishers The Canadian Furniture World and The Undertaker

32 Colborne Street, Toronto



No. 49 Iron Bedstead—List Price, $7.30

Pillars, 1 1/16", Fillers, 1/4", Top Rod, 5/16", Head, 53", Foot, 41"
Shipping Weight, 63 lbs. All sizes. Brass Trimmings

A Popular-Priced Bed That is an Excellent Seller

This is just one bed picked at random from the GALE line of attractively-designed, solidly-built, yet very inexpensive iron beds.

It has proved to be a speedy seller, because in spite of its light construction, it is strong and well-built. This is just the bed for an attic or maid's room—any place where service without any undue ornamentation is required.

Finished in Snow-white Enamel, baked on by special process.

Ask our traveller to show you the full line.

GEO. GALE & SONS, LIMITED

GUARANTEED GALE BEDS AND BEDDING WATERVILLE, QUE.

Makers of Bedsteads and Bedding

(including the famous DIXIE Compartment Mattress)

WATERVILLE, P.Q.

SOMETHING NEW IN A

Knechtel Kitchen Kabinet

Made in Canada

THE door of business opportunity, particularly in the furniture line, opens in many cases from the kitchen, and leads on throughout the house, according to the satisfaction given.

Have you got into the kitchen?

Have you gained admittance into the many homes in your community via the Kitchen Cabinet route? If you have you are satisfying the housewife on one of her most important purchases; one that is nearest and dearest to her heart, and one that will stand you in good stead when the home needs are to be purchased.

This Knechtel Kitchen Kabinet is made in Canada by skilled Canadian workmen, and is second to none on the market for appearance, build and convenience. A close scrutiny of illustration herewith will show the many useful features of this cabinet, and, why it will be a ready and consistent seller.

Mail us a card about this cabinet and get full particulars and specifications. We will be pleased to help you in any way in making a selection along these lines, and feel sure that our customers will be more than pleased with the results.

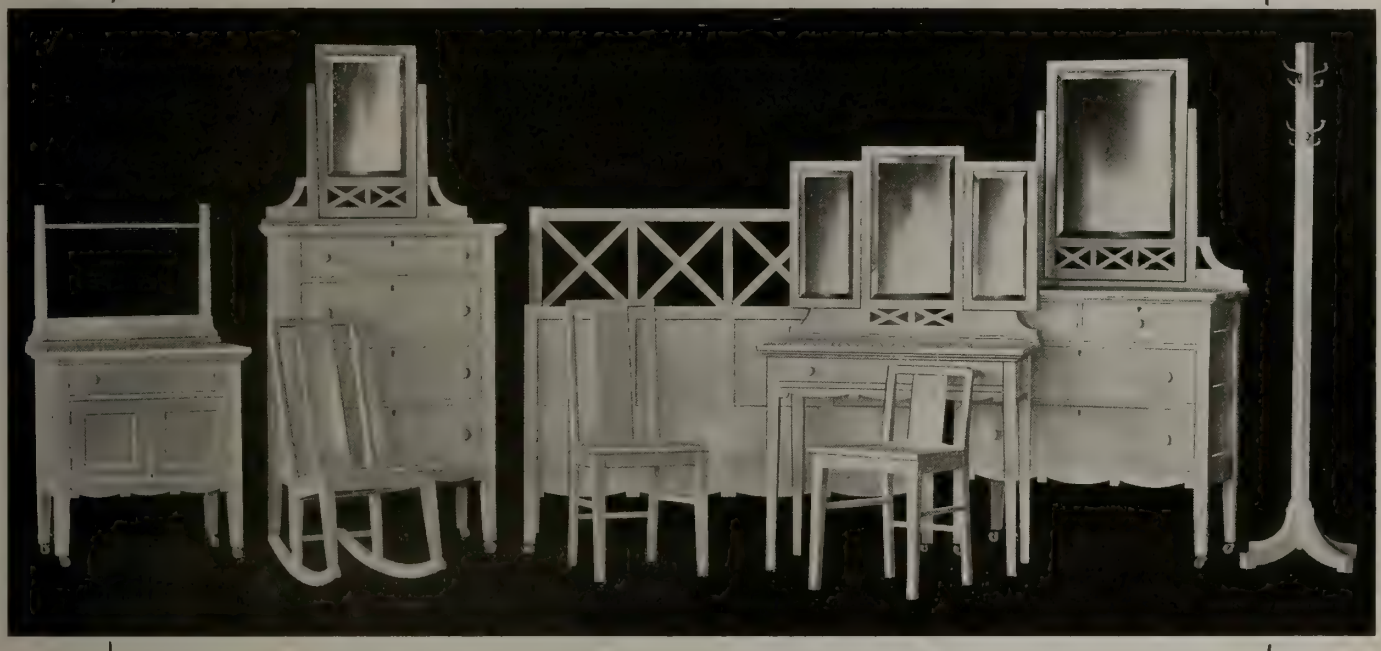


Maple Cabinet No. 73

KNECHTEL KITCHEN KABINET

KNECHTEL KITCHEN CABINET COMPANY

SELLING AGENTS: THE KNECHTEL FURNITURE COMPANY LIMITED, HANOVER, ONTARIO



Prestige and Profit go Hand in Hand with our No. 334 E Bedroom Suite

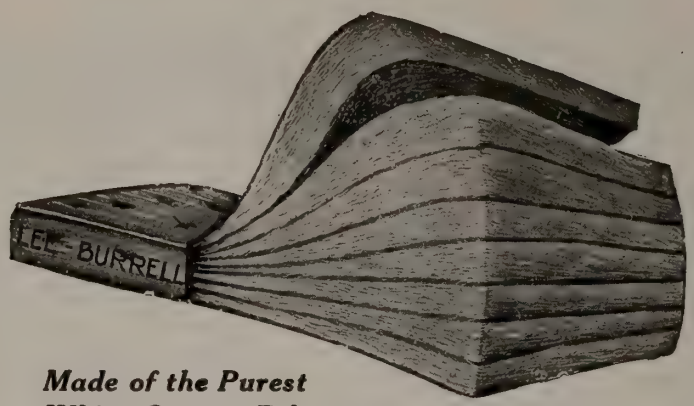
It is a well known fact that the average furniture stock does not look very bright or interesting unless it is enlivened by a sprinkling of enamelled goods. We cannot think of anything livelier than our No. 334E suite in flat ivory or gloss white enamel. The dealers who invest in this suite are assured of a most satisfactory appearance on the sales floor and a good profit when it is sold.

Knechtel enamelled goods sell because they are well designed and beautifully finished, besides which, the price will allow you to sell at a good profit.

THE KNECHTEL FURNITURE CO. LIMITED

HANOVER ONTARIO

Satisfy Every Customer with HYGIENIC MATTRESSES



Made of the Purest White Cotton Felt

Better values in workmanship and materials is what you give your customer when you sell them a mattress from the Hygienic line.

Try out the Hygienic line and you'll find them quick sellers with a profitable turnover which will agreeably surprise you.

THE STANDARD BEDDING COMPANY

27-29 Davies Avenue *Sole Manufacturers and Distributors* Toronto, Ontario

The Original Lloyd's

"PRINCESS"

Go-Cart, Sulky and Carriage Line

Fit for the Child of a King



Style Makers

Write for Catalogue or Salesman to Call

Lloyd Manufacturing Co.

Kitchener Canada



Canadian
FURNITURE WORLD
AND THE UNDERTAKER

D. O. McKINNON
GENERAL MANAGER

JAMES O'HAGAN
EDITOR

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

Getting Ready for Spring and Summer Furniture Business

Dealers should get their lines ready for early display—Inviting public to buy early — Opportunity for small-town dealers.

WITH the advent of warmer weather and the accompanying out door life indulged in by all classes, comes the time for the furniture dealer to add a little stimulus to the sale of his spring and summer furniture lines. Practically everyone requires furniture suitable for outdoor use, chairs in all cases, and in very many cases such articles as tables, book-stands, tea trays, etc., that are light and easily moved from place to place, cool and comfortable, and not easily affected by climatic conditions and above all not beyond the reach of the family purse.

Some retailers may question the wisdom of making an early display of summer goods, but most of the leaders in the line, men who calculate their moves from all angles, now believe that the early displays are a distinct advantage. It is but a few years ago when spring in the retail furniture trade was a period of utmost dullness. It is true that there was not so much in the way of distinctive summer furniture to be had, but this was really an effect rather than a cause, for if the demand had been stimulated there would have been goods to meet it. Now we would rather have a steady normal business the year around than a succession of short "seasons" of feverish activity, followed by long periods of deadly inactivity. An early display gets people to thinking, and from thinking to buying, by mere force of suggestion. We want them to buy early and often.

Now a Staple Line

It has been said that the luxuries of to-day are the necessities of to-morrow. We have a concrete example in the case of summer furnishings. Spring and summer furniture has passed out of the class of novelties, only to be taken up by the wealthy, and is now as truly a staple as any other type. In fact, it has gone a step beyond this, for many kinds of furniture which a few years ago would have been considered proper only for porch or distinctly summer use, are now being employed for permanent furnishing. This movement may be treated not only to the general tendency toward a lighter and more simple type of furnishing, but also to the spread of sanitary knowledge. For bedroom furnishings particularly, the better grades of summer furniture are distinctly desirable and this is being more and more appreciated.

It is not surprising, therefore, to find that the range of variety in summer furniture has expanded enormously of recent years. From ringing the changes on a few staple materials and styles, there is now a type for every purpose. New materials have been developed and old ones expanded. Innumerable new styles have been designed. One has but to compare a modern willow or reed chair, or bedroom suites, with the type that was in vogue twenty or even ten years ago to understand this point.

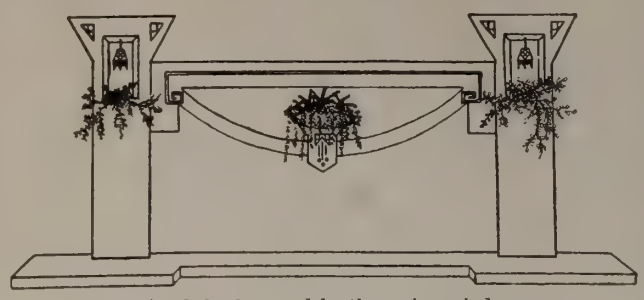
Although the sales of spring furniture have increased as tremendously in the past decade, it must be said that the field has been barely scratched as yet. It is a strange fact that so far the heaviest buyers of summer furniture have been city folk, to whom out-of-door life is too often a dream rather than a reality, while the line has not been pushed in the smaller towns and rural districts, the natural habitat of such goods.

The furniture man who is inclined to stick to the staple lines year in and year out, selling dining room furniture and bed room furniture and so forth to the exclusion of everything else, is frequently bent this way solely because he doubts the desire of the public to purchase the extremely pretty stuff which the manufacturers have for several years been getting out for use in the summer porch and garden and lawn. It doesn't look sufficiently substantial to some types of substantial dealers for them to devote much time to it.

Dealers like this, however, should revise their way of thinking, and consider the fact that in these days, when the workingman lives as well as or better than the salaried man, and the salaried man emulates his employer to the best of his ability, there is no luxury which is beyond the reach or the desire of the regular run of people. And he should ponder on the further fact that it is the man who handles most of the extras, to put it that way, who has the biggest business.



Suggested display of porch furniture for a spring opening window as shown last year by a Western dealer.



A simple background for the spring window.

Trimming the Window to Sell Spring Furniture

TRIMMING a window is one thing, but trimming a window that will sell goods is something quite different. The average window trim needs a little more "punch." Some are so crowded they look like junk-shops; others are so dignified that they are repelling.

The overcrowded window is particularly abominable. While standing in front of a window the other day, waiting for a car, the writer saw a window that was so overcrowded with goods and miserably lettered price cards, that no one could make head or tail of anything.

Had the merchant left out about one-third of the goods in his windows and paid a professional card-writer a dollar or two to fix up some neat price cards, I'll venture to say his windows would have at least fifty per cent. more pulling power.

Window trimming is a great deal like printing. Good display means everything. The overcrowded window is analogous to the page set in all black face type of many different styles or sizes. Such a page is neither attractive nor easy to read.

But take that page and set the body matter in neat, readable, light face type, with headlines of the right size in black face type, and you have display that commands instant attention and invites a careful reading. Same way with your windows. Plan for high-lights or open spaces between the goods. Let each article or group of articles stand out boldly by itself. Use price tickets liberally. Never mind thinking about your competitor. He will find out your prices anyway if he wants to. But have the cards neatly printed or lettered. Use descriptive cards on goods that are not well-known. Just a word or two will often enlighten the curious looker and possibly convince him that he needs the article.

Try to get the right effect in your window even if you have to do the work all over once or twice until you get it right. It will pay big returns on the time and effort invested.

Window Trimming for Easter

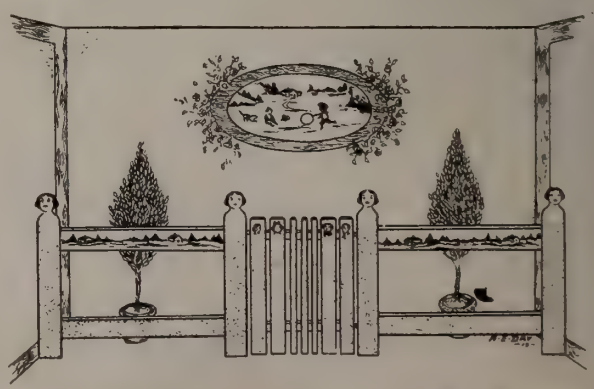
Timeliness is one of the great considerations in window dressing, truthfully says an exchange. Be a window ever so fine, if it is not suited to the season its value is greatly lessened. It is the timely touch which gives weight to the artistic idea. Easter-tide and the period immediately preceding it, have, in the furniture trade, come to be recognized as the season which marks the spring opening. It is just as correct a procedure to signalize the coming of spring by an appropriate touch of color in a furniture window as if the showing were of any other line of goods. The simplest way is by placing potted lilies in the window and these can well be artificial, for the makers of such goods have attained remarkable efficiency in imitating natural palms, flowers, vines and the like.

The window displays are most important for these spring openings, and great care should be taken to make them especially fine. Where the spaces are large and there are many of them, they may be trimmed as a model cottage, each window being furnished as a room. These should come in natural sequence. If there are four they might be equipped as kitchen, dining room, bed room and sitting room. A few plants or fern dishes around in appropriate places, would give a home-like air to the rooms, and detract from the stiff desolation of an orderly set of furniture that appears as if no one ever had or ever would use it. Books and newspapers in the living room, and a well-filled bookcase, will help out in this respect.

Wicker furniture for summer homes and porches must be put to the front at this time; chairs and couches of that construction are greatly favored in summer on account of their coolness and appropriateness. Whatever background is decided upon, and, however simple it may be, it should be planned so as to give a dainty and spring-like atmosphere to the display. Flowers when used sparingly, give just enough of that touch of outdoors which is desirable in showing merchandise at this time of the year. As the apple blossom is one of the earliest spring flowers, it is appropriate to use it at this time. On account of its dainty color and shape, it lends itself readily to any decorative scheme in which it is used.

Simple designs of lattice work, stained or painted in delicate tints, helped out with a plentiful use of artificial vines and blossoms go far in giving the desired atmospheric color to a spring window. A pergola effect is not hard to produce by using such light-weight sectional wood pillars as are now sold in lumber yards where mill work is kept, and by these means the spring window may be made suggestive of porch, lawn or garden without undue expense.

The man who dresses the windows of a furniture store must be observing and fully up-to-date in the use of materials, and the demand for the various articles displayed which are timely and appropriate.



Suitable background suggestion for the Easter window display

Pictures and Picture Frames in the Furniture Store

A department that is well worth receiving more attention from dealers than they are as a rule giving it—Some suggestions regarding buying and selling.

By WILLIAM LEWIS EDMONDS

THERE is one line of goods to which furniture dealers generally do not give the attention that it deserves. That line is pictures, frames and moulding. Here and there are to be found dealers who are devoting a good deal of attention to it and obtaining excellent results. But their number is not, comparatively speaking, large. A good many who have the line in stock seem to think that it can take care of itself. Quite a few do not touch it at all.

That it is a line which is quite in keeping with the retail furniture trade there can be no doubt. The surprise is that the fact is not more generally recognized.

There are many reasons why it should receive wider and more general attention from the trade. Pictures may not be as necessary to a home as a chair or a table. But, notwithstanding, a home that is without them cannot in these days be said to be furnished. Consequently there is an unlimited field for the enterprise of the dealer, and particularly in view of the fact that there is probably not a home in the country which cannot be induced to purchase additional pictures. There are homes in which the supply of tables, chairs, and beds is considered to be so ample that those occupying them could not be persuaded to make additional purchases at present. When it comes to the matter of pictures, however ,the conditions are the very opposite. Most people are fond of pictures, and most of them can be persuaded to buy more when their attention is directed to something that catches their fancy.

A Nice Line

Then, pictures, frames and mouldings, are a nice line for the furniture dealer to handle. It doesn't take up a great deal of room. The pictures can be hung on the walls and displayed on stands and in the windows. By this means they not only do not occupy much store space, but they materially add to the attractiveness of the place. And an attractive furniture store is as desirable as an attractive grocery store.

But the point which is of most interest to the dealer is that in regard to profits. As a matter of fact it is a most important point. There are in all branches of trade some lines on which it is always easier to make good profits than others. For instance there are staple lines, the market price of which is generally known. Now, in regard to pictures there is no ruling market price. Consequently a picture can be sold for what it will fetch and not on the basis of what it costs. In other words, fifty cents or a dollar does not count with a person who sees a picture that catches his fancy. I do not mean that this gives the dealer an opportunity to "bleed" customers. What I mean is this gives him an opportunity to obtain a good profit.

Then there is no "close season" in regard to the sale of pictures and picture frames. When a person sees a picture he will buy it, whether the month be the first, sixth or last in the calendar.

Featuring at Certain Seasons

There are of course times in the year when the possibility of increasing sales are greater than at others. This is particularly true of the Christmas holiday gift season, for there are few things that give more general satisfaction as a gift than a nice picture. Pictures are also equally acceptable as wedding presents, and there are certain kinds which would sell well during annual religious festivals. Then there are historical and patriotic pictures, which, if featured during national holidays, would sell more freely than on ordinary occasions. The specialized picture stores in the large cities are always alert on such occasions; and if they are why should not the furniture dealer, even though he may not be able to do so on such an elaborate scale?

Avoid Heavy Stocks

It is not necessary for the furniture dealer to burden himself with a large stock of pictures, picture frames, moulding, and mats in order to make a creditable start. In fact it would be unwise for him to do so. All that is necessary is to get in a well assorted stock that is best suited to the possible requirements of his neighborhood and turn it over as rapidly as he possibly can. The manufacturing industry in this line in Canada is now so highly developed and in such a high state of efficiency, that the dealer can readily keep his stock well assorted and up to date with the newest and latest ideas and conceptions. All he has to do is to buy moderately, keep a close eye on his stock, and keep in close touch with the developments which are taking place in regard to this particular branch of his trade. He will find much assistance in this last named particular by studying the trade papers and keeping in touch with the travellers, who are always ready to lend their assistance.

No dealer can expect to get much out of his art department who does not devote attention to it. It does not afford a royal road to success, any more than does the regular furniture lines which he handles.

Selling Methods

Attention has already been drawn to the necessity of right buying. But there is also the necessity for right methods in selling. His art department, for that is what the dealer ought to call it, should be well located, and that means in a place where there is good light, either natural or artificial. It should also be made inviting.

Then there is the window display. Nothing scarcely will help the department more than neat, striking and artistic displays. As practically everyone is interested to some extent in pictures, nearly everyone will stop to examine a display that is worth while.

While a picture here and there in certain window displays of furniture is a good thing, yet that is not really a picture display. It is merely using pictures in order to increase the attractiveness of the furniture display. If the dealer has two windows to his store it would be well to devote one of them, at least most of the time, to the display of goods from his art department. If he has but one window—or, having two, does not feel warranted in giving up one of them al-

(*Continued on page 46.*)

Store Service and Honesty in Advertising

Special sales and cut prices — Getting into closer contact with customers — The rock of indifference.

THESE two subjects are receiving more attention now than at any time in the history of business. It would require hours, yes, days, for me or any other man to thoroughly cover either, so I shall give you but a few thoughts on both, and will take up store service first, because without service advertising cannot be 100 p.c. efficient.

There has never been a time when the function of service in business was developed to such a marked degree. It is the tendency of the times and anyone ambitious to succeed ought not to be so short-sighted as not to recognize it. Special sales and cut prices, alone, will no longer hold or increase a trade worth while. Remember, too, that price competition can become so keen that either you, your competitor, or both of you will eventually have the little red flag hanging from your door.

Total cost plus profit. That is the only legitimate basis of price, and the merchant who makes a constant practice of selling up-to-date, desirable merchandise below the gross cost to him, is committing commercial suicide. It may be slowly but it is sure. In some few stores of the old school, where salesmen have the free hand, price-cutting has become just poor, cussed laziness. The salesman who does it is too indolent to exert himself to work—and selling goods is work. After a few, half-hearted efforts such salesmen lay down and disgrace themselves by slashing the price.

Recent investigations made by the System Magazine show that quality and service appeal before price. Inquiries sent to a number of women, asking for information as to whether price or quality and service appealed first, resulted in 51 1/10 per cent. in favor of quality and service, 26 1/10 per cent. for price,, and 22 8/10 per cent. did not give any definite reply.

The most successful in retail affairs of to-day, as in any other branch of endeavor, have opened their eyes to the fact that business is no longer the cold-blooded-everybody-for-himself proposition it once was. A humanizing influence has sprung into being—a coming into closer contact with the customer by giving him more conveniences, greater consideration, and a higher grade of service.

Here I want to quote the editor of the "Silent Partner," published in New York, who says: "If your business is bad, get down off the load, and take a look; find out where the fault lies. You may find that right in front of the left wheel there is a rock—a rock of indifference on the part of your selling and service organization. You never see this rock unless you get down off the load and mingle with the salesmen; be one of them at times."

A MISTAKEN IDEA.

Some retailers imagine that they must cut prices on goods that they advertise. On the contrary, the leading retailers in this country do not emphasize cut prices but call attention to quality first and price afterward. They argue "good values for the money" rather than "goods given away," and it is noticeable that they get the cream of the trade.

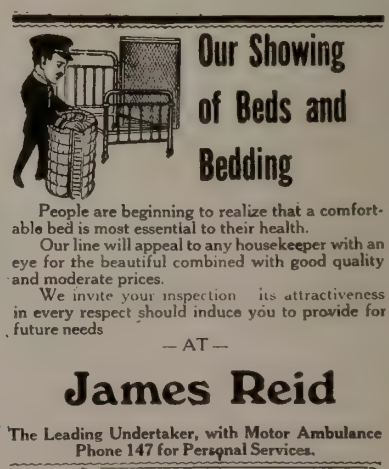












Some recent examples of advertising in Canadian dailies. These ads. show a great advance over the publicity which dealers thought good, even three years ago.

Place of the Small Town in the Industrial Life of Canada

Signs that a more general interest is being taken in the subject by those discussing ways and means of dealing with after-war conditions—A call to retailers to give the matter their serious and energetic attention.

By WILLIAM LEWIS EDMONDS

IT is a well known fact that there has been a steady decadence in many of the small towns and villages in Canada during the past couple of decades in spite of the fact that there has been a steady development in the country as a whole. True, this statement does not apply to all small towns and villages. On the contrary, there are a great many which have within the period stated, made marked headway. But that it does apply in altogether too many instances is unfortunately only too true. The fact that the population is smaller, that fewer retail stores exist, and that small factories have disappeared is too obvious to be denied.

The causes are not far to seek. The large cities, with their supposed greater attractions and larger market for labor, has had much to do with the decrease in population. The competition of the department stores and the mail order houses has had something to do with the decrease in the number of retail stores. Competition of the factories in the larger cities; amalgamations, which have led to the closing down of factories at some points, and lack of local support in other instances, have contributed to the diminution of small industrial enterprises.

The movement to vitalize the industrial life of the small town demands the co-operative effort of its business men.

Signs of an Awakening

For some years the trade journals of the Dominion have been drawing attention to the evil effects of this so-called modern tendency. Being in close touch with the business interests of the country they naturally were the first to recognize the importance of having a large number of healthy and vigorous small towns and villages scattered throughout the country rather than a few large and vigorous centres of population with their big stores and big factories.

Many pooh-poohed the idea and declared that it was a natural and a modern tendency, and that it was as futile to attempt to stem it as it was to dam the Niagara. They preferred to allow the small towns and villages to drift to destruction rather than attempt to devise ways and means of saving the situation.

But opinions on this subject are beginning to change. They may not have yet travelled very far. But if they haven't travelled very far it is some satisfaction to know that they have made a start on the journey. So far not many voices have been raised. But is is significant that those who are raising their voices are not, as of yore, declaring that nothing can be done. On the contrary, they are declaring that something must be done.

Only the other day the subject was brought before the annual convention of Dominion Commission of Conservation, of which Sir Clifford Sifton is chairman. And it was introduced by no less an authority than the Commission's expert adviser, who, among other things, declared that the development of the industrial life of the small towns and villages throughout the country was a matter of the greatest importance to the general welfare of the Dominion. The adviser, Mr. Thomas Adams, is a man with a wide knowledge of the subject, having made it a study in many countries.

To have the interest of the small towns and villages of the country under consideration of the Commission of Conservation is a matter of no small importance.

The wonder is that the movement for the conservation of the small towns and villages of the country has not developed to a higher stage of maturity than it has. To one who will give anything like continuous thought to the matter, its importance must be readily realized.

Why Small Towns are Needed

There are many reasons why the existence of small towns should be encouraged. Just now those in whom an interest has been awakened for the first time, have had the subject impressed upon them as a result of their study of ways and means of solving the after-the-war problems which the country will have to face when "the boys come home" and labor has to be provided for them.

After all the "back to the land" cry which is so common to-day, it is realized by those most competent to form an opinion, that the percentage of men who will take up farming as a vocation, will be small indeed. They realize, on the other hand, that to turn them into the large cities of the Dominion, is neither possible nor advisable. They have, therefore, by force of circumstances been compelled to turn their attention to the small towns and villages of the country for at least a partial solution of the problem. This has in turn awakened them to the importance of making these small towns and villages centres of industrial life, for it is realized that without industries there cannot be adequate employment.

It is interesting to furthermore note that those who have awakened to the importance of the small town as a place for industrial activity have also awakened to a realization of its importance in connection with the agricultural life of the country. In other words, they have awakened to the fact that the town, small as well as large, is of great importance to the farmer. And for more reasons than one. In the first place they realize that the town is the farmer's social centre, and that without it, farm life is less attractive than it otherwise would be. As, for the general welfare of the country, they want to keep the farmer on the farm, they say, "let's make the small towns and villages prosperous and attractive." Then they also recognize

that it is important for the farmer that he should have as close at hand as possible a business centre at which he can sell his produce and buy his various necessary supplies.

A Call to Business Men in Small Towns

All this, what might aptly be termed "back to the village movement," should not be without interest to every business man in every small town and village in the Dominion.

To whatever extent the country as a whole may benefit from the efforts that may be made to establish industries small or large, in small towns and villages throughout the Dominion, it will be the retailers in those places to whom the maximum of benefit will accrue. This being a fact which no one can reasonably dispute, it follows that it is to their immediate interest to consider, collectively if possible, what are the very best means of both expanding the industrial life of the town or village in which they do business and of making it more attractive from a residential point of view. Whatever outside commissions or committees may do will be but small after all compared with what a group of business men can do within the confines of their own municipality.

A town is after all, that which its business men make it. If it is tardy, backward and effete, ten chances to one it is but the reflection of the character of the men who carry on business within its borders.

There are scores of small towns and villages in the Dominion which are both centres of industrial activity and, because of their clean and attractive appearance, are a delight to visit. And it is rarely because they are more favorably situated than those which are in the decadent class. It is in nearly every instance they have in their midst, keen and alert business men who realize that their own immediate welfare is wrapped up in that of the town. They have, in pursuance of this policy, lent their interest, and in many instances invested their surplus capital, in developing local industries, and their influence they have exerted in the direction of securing good municipal government and in making the town attractive as a place of residence, knowing that while the one provides employment, the other tends to retain population.

There are scores of small towns in the Dominion in which industrial developments little short of remarkable have taken place through the influence of even two or three business men who were characterized by their enterprising and public spirit.

Never in the history of the Dominion was there such an opportunity as the present affords for the development of the industrial and general welfare of the small town. Canada generally is passing through a period of industrial development such as she never before experienced. But the extent to which the small towns and villages will share in it will be largely determined by the enterprise and energy of the men who carry on business within them.

While the opportunity is here it is the time to grasp it. Talk it over with your fellow business men, and start a "get-together" movement.

Baby Vehicles—a Profitable Line

NOT all dealers in furniture carry baby carriages, or anything of the sort, although it is the almost universal testimony of those who do that whether times are good or are bad, the demand for something in which the little ones can ride is steady, and that the stock is a profit making stock, which should not be overlooked by the furniture dealer. Certainly this must be so if the dealer is to develop his juvenile or children's department as it would seem, is likely to be more and more the case with dealers who realize the value of this department.

If you do not carry baby carriages and are contemplating so doing; if you have carried a line and intend to continue to do so, the sooner you place your orders the better. There will be a steady call for them, for the crop of babies never fails, and you can give first place in your purchases to the real baby carriages. There will be calls for the baskinet, for the folding sulky, for the go-cart, for the collapsible go-cart—for about everything which is made for the transportation of the kiddies, and you should carry all of these things.

Keep track of the births in your community. Have ready to mail suitable literature. Keep a memorandum of the date of the different births. Gather worldly wisdom from the mothers—and the fathers, too—upon what time the little strangers will need to be gotten out of doors and be put somewhere over a set of wheels; study the weather bulletins in the spring — and then fire the specially prepared literature at the parents.

Find your way into the hearts of the mothers if you can. See that it is some one person's business to do all these things—and never forget that come what may —good times and poor times—there will be a demand for babies' vehicles and that nothing you can handle will make you steadier, or better profit, than will the goods in this particular department. The handling of baby and children's things will also be sure to bring women to your store—and the women are the ones who buy most of the furniture.

IMPORTANCE OF BUYING RIGHT

The success of many a retail establishment is more often based on the remarkable ability of its buyers than on the history, reputation or quality of the store itself. Selling, to be sure, is a science and a necessary adjunct to any business, but judicious buying is the foundation of all profits in the commercial world. The selling force of a store may be extraordinarily adept in getting rid of a consignment of goods, but if the buying force has been derelict in the most essential requirements of its profession and has purchased the stock on a small margin of selling profit, the efforts of the salesmen will have been in vain.

Some merchants seem to think that the primal prerequisite of buying consists only in securing goods of satisfactory quality, which they hope to sell afterward at a satisfactory price. This idea is entirely erroneous, however, for it has been proven that no matter what the quality of goods be, there is a limit to the price they will bring, and if they have been purchased at a figure too near to this limit they will not sell for enough to cover the cost of handling and storing. A good buyer can frequently make money by buying below the market, but a salesman cannot hope to sell above the price fixed by the laws of demand and competition.—Carpet and Rug World.

Canadian Furniture World

TORONTO APRIL 1917 CANADA

The Increasing of Sales

Do you appreciate what can be done in the way of increasing sales if a real, genuine effort is only made in this matter? Do you realize what it would mean in the year if the average sale to each customer could be increased even five cents. Yet there is no reason why this should not be possible if gone about in the right way.

For instance, instead of discussing the weather and other kindred topics that the customer has already heard too much of, why not tell about some new or special line of goods.

Furniture dealers should study slow-selling lines.

The Well-Lighted Store

There is no doubting the fact that good lighting is an important factor in attracting trade to a store. A dealer who installed extra lights for the holiday season states that it was such an improvement and made his store stand out so much better that he intends to continue this means of keeping his store in the limelight. He states that his lighting bills will run a little higher, but that he believes it will be a good investment.

Customers are attracted towards a brightly lighted store, and in addition, plenty of light shows goods up to better advantage and accordingly increases sales. Shrewd merchants are more and more realizing the trade-attracting power of light.

Stocktaking time, or immediately thereafter, is a good time to sell off slow movers.

Getting the best Out of Clerks

No doubt you started off the year with a fixed record of sales that you intend to reach during 1917. It is good business to set your ambitions on a certain figure and then dig in to attain the desired amount.

In your plans to reach this desired total have you counted on securing the assistance of your clerks in a manner that you never have before? A good many dealers do not realize just how helpful clerks can be in this regard if they are only interested in the goal that you want to reach. Why not call your clerks together and tell them that you have decided on a certain sales figure that should be attained during the year. Tell them how much goods that will mean to be sold every month and ask them for their co-operation in getting that much business each month. Tell them that you want to more than secure the figure set for each month because there may be months when sales cannot be brought up to that amount.

When you get clerks genuinely interested in reaching a definite goal you can be sure that they will buckle down to the task of helping you reach that sum. The very fact that you are taking them into your confidence and soliciting their help in this manner, will spur them on to extra effort.

Weed out the "star boarders" on your floor and get ready for new season's goods.

Business After the War

Although there was never the slightest possibility of the Entente Powers accepting the recent peace proposals of the Central Powers, yet, in spite of this, they were sufficient to cause somewhat of a flutter in the financial and commercial markets of Canada and the United States.

The question that naturally arises in one's mind is: If such impossible terms of peace should cause a flutter in the markets of this continent, what will be the effect when terms really worth serious consideration are submitted, as they certainly will be some day?

There can be only one answer: For a period, and that will be until readjustment to the new conditions have been brought about, the market will be at sixes and sevens and business dislocated and disturbed.

That this period of dislocation and disturbance will be long we do not for one moment believe. There will be such a demand for merchandise the world over that we may with very good reason look for a speedy readjustment. But whether it be long or short, the wisest thing that manufacturers, as well as other classes of business men, can do is to be prepared for it.

Furniture dealers should secure maximum of profit on minimum of invested capital.

Paying Too Much For His Whistle

From a newspaper advertisement we learn that a dealer in a Western Canadian city is giving a total of $200 in cash as prize money in a bean guessing contest. Of course we may be mistaken, but from our experience in the results secured in bean guessing contests, we believe that he is paying too much for the results that will be achieved.

Each 50 cent purchase entitles a customer to a guess and the first best guess wins a $100 prize. Then there is a second prize of $30, three of $10, five of $5, five of $2 and five of $1.

Of course the very size of the prizes offered will attract many people who would not be attracted by a contest on a smaller scale, but a lot of extra goods will have to be sold for this dealer to clear himself on the contest. For instance, if his average net profit is five per cent., he would have to sell $4,000 extra worth of goods to break even on the proposition. Of course, we will have to admit that such a big contest is bound to have a cumulative advertising value that has to be taken into consideration in judging as to its value, but nevertheless we are inclined to believe that this dealer is paying a little too much for his whistle.

War is Working for Greater Efficiency in Retail Business

Shortage of labor is causing dealers to adopt more efficiency methods and install labor-saving equipment—A few examples.

A retailer who used to spend a goodly portion of his time keeping track of and compiling records that would allow him to keep a close tab on his business, on account of the shortage of help found he had to give more time to general store work. He realized the great value of accurate information regarding his business, but in order to keep these records he found it necessary to install a cash register and other equipment that would facilitate this work. Not only are his business records now kept better than they have ever been, but he is enabled now to give a good deal more of his time to looking after important details in the management of the business.

And so it is all along the line in practically every line of retail business to-day. Dealers who have been branded as backward in the adoption of methods that work for greater efficiency are being forced into them because of the shortage of labor, brought about by the war, while others from the very force of example set by their competitors, have also fallen in line.

Working for Good of Small Dealer

One feature of value is that many small dealers who have not been so inclined as the larger firms to install methods and equipment that would work for greater efficiency, have of necessity, found it essential to join in the general trend in this direction. This is a feature to rejoice over because there is no denying the fact that there are myriads of smaller dealers from one end of Canada to the other, whose businesses would be materially benefited if they would only adopt more system and greater efficiency. Many, who would have waited years before taking the step, have put in equipment and adopted greater efficiency in their business during the past year or so, because of necessity from the labor shortage.

Efficiency in Handling Credit Accounts

There is a small dealer in an Ontario town who does a big credit business for the size of his store. For many years he has kept the store accounts himself and his system has been the antiquated one of posting each day's business into respective customers' ledgers and making out their bills at the end of each month. As a result of the war he has lost the services of his son who looked after a good deal of the management of the business, and so has had to take the whole of this work upon himself. He soon found that he was getting seriously behind with the posting of customers' accounts, and when the making up of bills came at the end of the month he was simply swamped with work. At this psychological moment a traveller for an account register concern appeared upon the scene and was not long in convincing him of the advantages of an account register whereby his books are kept continually posted to date and with only one writing, and that the writing of the sales check given the customer when he purchased his goods.

For Better Furniture in the Home

THE Federation of Furniture Manufacturers of America, will hold its first convention at Hotel Astor, New York, on April 17, for the purpose of promoting a continent-wide propaganda to create a more general public interest in the subject of interior furnishings. The federation's movement has the endorsement of all the furniture and kindred manufacturing associations of Canada and the United States, and a committee of trade journalists, the editor of Canadian Furniture World being a member, has been formed to help on the movement.

The matter was referred to in our last issue and was brought by Canadian Furniture World to the attention of the Ontario Retail Furniture Dealers' Association convention, which endorsed the proposal.

Of late years the public mind has been led to so many social extravagances that the home has in consequence suffered, especially with people of limited means. Few women realize that a neglect of the home charm threatens serious consequences. It is not a mere business problem, nor an art problem. The betterment societies, civic societies, women's clubs and local art associations have for years preached upon the influence of environment on character, because art in the home stands for more than mere esthetics or comfort. It strengthens the family ties. It holds your friends. It elevates the moral code.

The subject is so full of angles that speakers of national authority will be on the convention program to present their various viewpoints, enabling dealers to determine some means whereby a campaign for home betterment may be successful. The convention aims not only to stimulate business, but to establish higher standards. It aims to arouse the retailer in every city in Canada and the United States to the necessity for organizing their sales people into associations that will study the subject, and by co-operating with local art and betterment societies arouse public interest in better home furnishings; and it aims to furnish the retailer with the right kind of publicity literature.

Ontario Retail Furniture Dealers' Assn. a Live Organization

Some of the grievances of the trade—Selling direct—Discrimination in prices—Selling to employees—A correction.

"Trade evils will never remedy themselves. They are like diseases, the longer they are allowed to exist the further they will spread, and the further they spread the more injury and harm they will do. In order to remedy trade evils, after we ascertain they exist, we must have behind us the solid support of all who want them remedied."

The above may be said to be at the base of the structure of the new Ontario Retail Furniture Dealers' Association, formed last month, in Toronto. At the convention there were a number of resolutions put forward for argument and for adoption. The most striking of these affecting the trade were carried; and the new executive, if they carry out the work allotted to them, will surely have a busy year. Among these important resolutions were:—

Manufacturers Selling Direct to Customers

That we, the Retail Furniture Dealers, in convention assembled, consider that it is not a fair practice for manufacturers to sell their goods to the retail trade, and at the same time solicit trade from those who are, or should be, our customers, and who do not carry stocks of goods. As this system is not only unfair to us, but it places us in an unfair position with those persons who are privileged to buy at, or near, the same prices that we are charged; and it also injures the business of the manufacturer. We therefore agree that this subject should be taken up at the joint meeting of manufacturers and retailers, with a view to having the same discontinued.

Discrimination in Prices

That this convention desires to place itself upon record as being opposed to the system adopted by some manufacturers of giving special prices to some furniture dealers, who make it a practice to advertise certain lines of goods at lower rates than the said goods can be purchased by the ordinary retail trade; and that whereas the legitimate retail trade are collectively the largest buyers, and as such, they contribute most towards the profit of the manufacturer; that we ask that this system be discontinued, or otherwise we ask the manufacturers to adopt the price contract or re-sale selling plan, whereby these price-cutters cannot use staple lines for the purpose of deceiving the public.

Selling to Employees

That it has come to our knowledge that a number of manufacturers make it a habit to sell furniture to their employees, and charge them the same price, and in some cases, a lower price than that charged to the retail trade, and that we consider this an unfair practice, we desire to secure an expression of opinion from this meeting of the same, and submit it to the joint meeting of retailers and manufacturers, to be held during this convention, and that action be taken on the result of the conference at an early date.

False Advertising

That we desire to place ourselves on record, as being strongly in favor of the legislation secured by the Dominion Board of The Retail Merchants' Association of Canada, to prohibit the false advertising of goods, and that members of this section be requested to forward to the secretary of the Ontario Provincial Board of this Association, all advertisements, or catalogues, in which they find goods falsely misrepresented, and that they be requested to take action thereon.

Legislation for the Collection of Small Debts

That whereas it is the intention of the Ontario Provincial Board of our Association to apply to the Ontario Government for an amendment to the Division Court Act, whereby small debts can be collected at a very much lower rate than it now costs to collect the same; and that we are in full sympathy with such action, and we will do all we can to assist in securing the same.

CORRECTION AND EXPLANATION

The following letter explains itself:

Hamilton, March 17, 1917.

Editor, Canadian Furniture World,
Toronto, Ont.

In the March issue of your valued periodical, on page 38 you quote from the address of Mr. W. C. Miller to the R. M. A., "and the fining of the Watkins Company of Hamilton, for advertising a $25.00 watch for $4.75 when the watches were worth $25.00 a dozen."

The above statement is incorrect and misleading. The facts in the matter are that in the dim distant past, we were fined for a breach of "The Gold and Silver Act" by guaranteeing the wear of some gold watches, which we were offering for sale in our establishment.

We are at present embodying in all of our newspaper advertising the attached quotation: "We do not quote comparative prices unless the article advertised represents an actual reduction from our regular marked price," and we also offer cash bonuses to our employees who first call to our attention untruthful statements in our "ads."

Mr. Miller's statement may have sounded amusing to the R. M. A., but we can assure you that it looks anything but funny to us in print.

May we ask that you publish the facts in the case.

THOMAS C. WATKINS, LIMITED.

CHINESE RUG INDUSTRY GROWING

The imports of carpets and rugs, woven whole and otherwise, at the port of New York, during a recent six weeks give an idea of the growing importance of the Chinese rug industry and activity of the trade in England, Scotland and Ireland, for it was from these four countries that the majority of floor coverings received were shipped.

England, Ireland and Scotland all lead China in gross yardage by nearly 75 per cent., yet the market value of the Chinese merchandise ran very close to that of Scotland, and ahead of both England and Ireland. Shipments of goods from Persia and other centres in the Orient are few and far between these days, and undoubtedly will continue so until peace is made.

Sanitary Beds and Bedding

AT the recent inaugural convention of Ontario Furniture Dealers Association, held at Toronto, President Henry suggested to the editor of Canadian Furniture World, the advisability of again taking up the matter of "sanitary bedding," as this paper had done a couple of years ago.

Both the Toronto municipal and Ontario provincial authorities in communication with The Furniture World, expressed themselves as quite willing that some more stringent regulations should be enforced, but as to what practical steps should be taken to bring this about they are somewhat undecided, considerations of interprovincial trade and other matters standing in the way. If a solution of this point is forthcoming the problem might be solved quite readily.

To give our readers an idea of what is being done in this regard in other places, the following is an excerpt from the laws of one of the states of the American Union:

California's New Mattress Law

Section 1. (1) The term "mattress" as used in this Act, shall be construed to mean any quilted pad, comforter, mattress, mattress pad, bunk quilt, or cushion, stuffed or filled with wool hair, or other soft material to be used on a couch or other bed for sleeping or reclining purposes.

(2) The term "person" as used in this Act, shall be construed to include all individuals and all firms or copartnerships.

(3) The term "corporation," as used in this Act, shall be construed to include all corporations, companies, associations, and joint stock associations or companies.

(4) Whenever the singular is used in this Act it shall be construed to include the plural; whenever the masculine is used in this Act it shall include the feminine and neuter genders.

Sec. 2. (1) No person or corporation, by himself or by his agents, servants or employees, shall employ or use in the making, remaking or renovating of any mattress, any material of any kind that has been used or has formed a part of any mattress used in or about any public or private hospital, or institution for the treatment of persons suffering from disease, or for or about any person having any infectious or contagious disease; any material known as "shoddy," and made in whole or in part from old or worn clothing, carpets or other fabric, or materials previously used, or any other fabric or material from which shoddy is constructed; any material, not otherwise prohibited by this act, of which prior use has been made; unless any and all of said material have been thoroughly sterilized and disinfected, by a reasonable process, approved by the Board of Health of the city or town where said mattress is made, remade, or renovated.

(2) No person or corporation by himself or by his agents, servants or employees, shall sell, offer to sell, deliver or consign, or have in his possession with intent to sell, deliver or consign, any mattress made, remade or renovated in violation of subsection 1 of this section.

Sec. 3. No person or corporation, by himself or his agents, servants or employees, shall, directly or indirectly, at wholesale or retail, or otherwise, sell, offer for sale, deliver or consign, or have in his possession with intent to sell, deliver, or consign, any mattress that shall not have plainly and indelibly stamped or printed thereon, or upon a muslin or linen tag not smaller than three inches square securely sewed to the covering thereof, a statement in the English language setting forth the kind or kinds of materials used in filling the said mattress, and whether the same are in whole or in part, new or old, or secondhand, or shoddy, and the name and address of the manufacturer or vendor thereof, or both.

Sec. 4. Whenever the word "felt" as applied to cotton is used in the said statement concerning any mattress it shall be designated in said statement whether said felt is "felted cotton" or "felted linters."

Sec. 5. It shall be unlawful to use in the said statement concerning any mattress the word "floss" or words of like import, if there has been used in filling said mattress any materials which are not termed as "kapok."

Sec. 6. It shall be unlawful to use in said statement concerning any mattress the word "hair" unless said mattress is entirely manufactured of animals' hair.

Sec. 7. It shall be unlawful to use in the description of the said statement any misleading term or designation, or term or designation likely to mislead.

Sec. 8. Any mattress made from more than one new material, shall have stamped upon the tag attached thereto the percentage of each material so used.

Sec. 9. Any mattress made from any material of which prior use has been made shall have stamped or printed upon the tag attached thereto in type not smaller than twenty-point the words "secondhand material."

Sec. 10. Any mattress made from material known as "shoddy," shall have stamped or printed upon the tag attached thereto in type not smaller than twenty-point the words "shoddy material."

Sec. 11. The statement required under section three of this Act, shall be the following form:

Materials used in filling.
....
....
Vendor .....
Address .....
This article is made in compliance with the Act of the State of California, approved the .....day of.....

Sec. 12. Any person who shall remove, deface, alter, or in any manner attempt the same, or shall cause to be removed, defaced or altered, any mark or statement placed upon any mattress under the provisions of this Act shall be guilty of a violation of this Act.

Sec. 13. The unit for a separate and distinct offense in violation of this Act shall be each and every mattress made, remade, renovated, sold, offered for sale, delivered, consigned, or possessed with intent to sell, deliver or consign, contrary to the provisions thereof.

Sec. 14. Any person or corporation violating the provisions of this Act shall be guilty of a misdemeanor, and upon conviction thereof shall be punished by a fine of not less than twenty dollars, and not to exceed one hundred dollars, for each offense, or by imprisonment for not less than three months and not exceeding six months, or by both such fine and imprisonment.

Sec. 15. Any individual who has reason to believe that this Act has been or is being violated may institute proceedings to enforce this Act and to punish violations of its provisions.

SPECIAL ILLUSTRATIONS

Showing Some of the Newest Articles of Furniture

Suggestions from the Canadian Factories



No. 6070, sewing table.

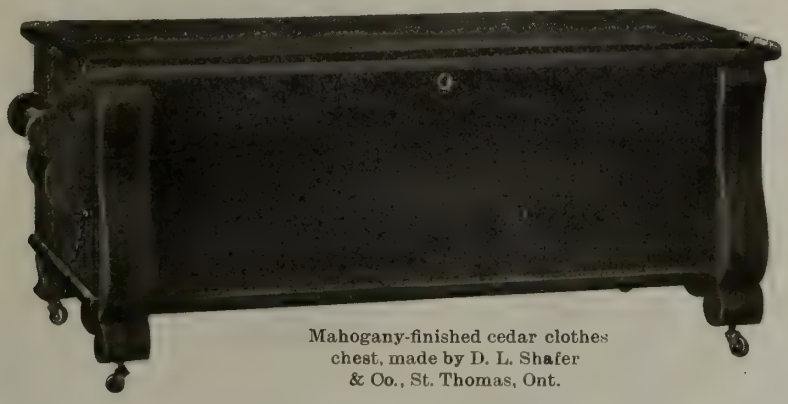


No. 6071, book stand.

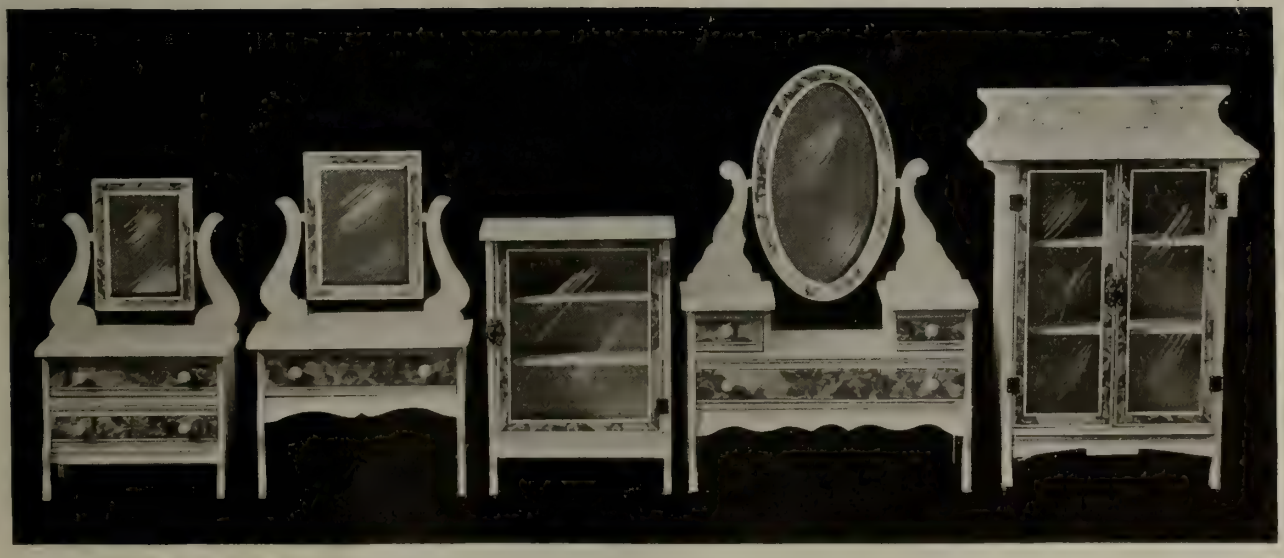


No. 6150, fancy table.

Three entirely new items from the Canada Furniture Manufacturers Ltd., line.



Mahogany-finished cedar clothes chest, made by D. L. Shafer & Co., St. Thomas, Ont.



White enamel bedroom and dining-room furniture, with cretonne inlaid panels, from the juvenile line of furniture made by The Victoriaville Furniture Co., Ltd., Victoriaville, Que.



No. 7334—Queen Anne design buffet, from a new diningroom suite made by The Geo. McLagan Co., Ltd., Stratford, Ont.



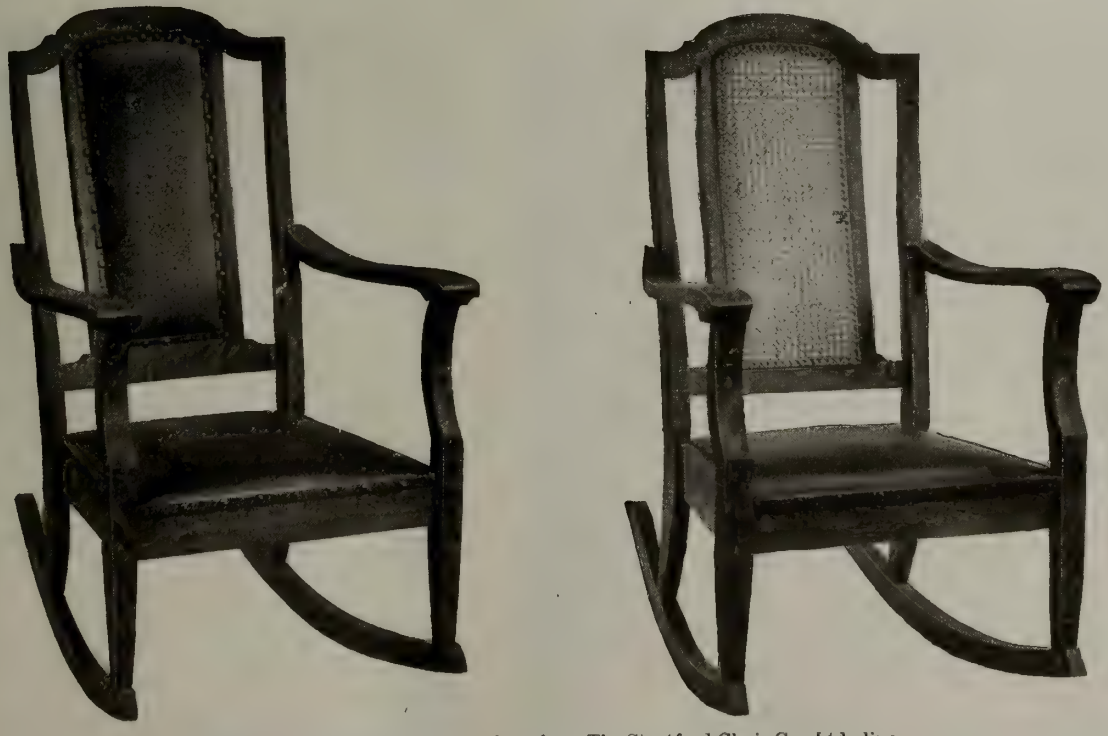
"Imperial" Sonora, from I. Montagnes & Co., Toronto.



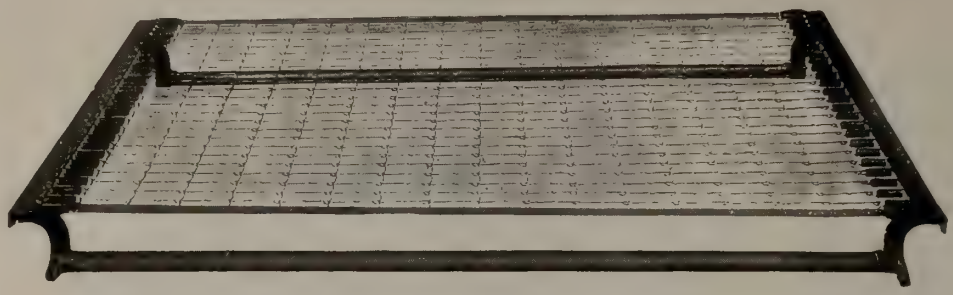
Rocker and arm chairs, from a new three-piece livingroom set made by The North American Bent Chair Co. Ltd., Owen Sound. The settee is given the same treatment as the chairs. The Jacobean twist adds a beauty line to the set.



Nos. 751 and 757, two new rockers of popular design, made by the Gold Medal Furniture Co., Ltd., Toronto.



Two of the latest designs in rockers from The Stratford Chair Co., Ltd., line.



Royal patent twin link spring mattress, made by The Canadian Feather & Mattress Co., Ltd., Toronto and Ottawa.

One of the newer designs of brass beds made by The Ontario Spring Bed & Mattress Co., London, Ont.







No. 69E.—Open and closed kitchen cabinet, made by the Knechtel Kitchen Cabinet Co., Ltd., Hanover, Ont.

The Most Popular Uprights On the Market To-day

The $102.00 Columbia Grafonola is a sight draft on any prospect's bank account if he wants the instrument that **shows most** for his money—tone, appearance, finish and size. The $112.00 Columbia Grafonola: the tremendous selling power of the $102.00 Grafonola, **plus** the great popularity of the Columbia Individual Record Ejector.

The $135.00 Columbia Grafonola is the best value in any man's money as an **artistic,** perfect instrument—measured by any standard of tone, craftsmanship, finish or appearance. $145.00 with the Individual Record Ejector—the convenience that helped to sell a considerable percentage of all instruments sold since its first introduction.



The $200.00 Columbia Grafonola is convincing evidence that the Columbia is incomparable as a musical instrument. The highest tone-quality, with every refinement of mechanism, form and finish to correspond.

The 250.00 Columbia Grafonola is the apex of achievement in upright instruments. Tonally, mechanically, artistically, it is the utmost perfection of the reproducing art.

From the $21.00 model for the trade that demands a great big value for little money, to the splendid $250.00 instrument, built for the buyer who wants the best, every instrument in the Columbia line is made to meet a special demand; to meet it so **completely** and so effectively that the growth of Columbia business is the wonder of the entire industry. The facts—and how they affect you as a dealer—are yours for the asking, **to-day.**

COLUMBIA GRAPHOPHONE COMPANY

Factory and Headquarters:

TORONTO - CANADA

Talking Machines and the Furniture Dealer

How the trade has taken to the line—A specialty worth pushing—Some experiences.

By G. W. WHITCOMB

ONE of the remarkable features of the furniture business during the past year or two, says The Southern Furniture Journal, has been the widespread awakening of retail dealers all over the continent, to the fact that they can make money handling talking machines. This has been due in part to the experience of dealers who have been enterprising enough to take on a good talking machine line, but even more to the educational efforts of the talking machine companies, which have now begun to push their goods, through advertising in the trade papers and other channels, with the furniture dealers. The dealers, as a class, appear to have suddenly tumbled to the fact that the talking machine, as manufactured these days, is just as much a piece of furniture as a library table, a book case or settee.

It must be apparent to any one that furniture dealers are making a strong drive on talking machines. The furniture trade has always been weak in specialties, compared with other lines, and for this reason the average buyer of a gift seldom thinks of a furniture store when starting out to secure a present. When the public learns that the furniture store is just as good a place to buy a talking machine as a music store, people will be more inclined to distribute their patronage so as to include furniture stores as well as music stores and department stores, when they start out to purchase a talking machine.

In the big cities, as the furniture stores rearrange their stocks and put in their window displays, one is impressed with the predominance of talking machines among the specialties. Half a dozen or more good corporations engaged in the manufacture of talking machines are represented; and what is more to the point the people are buying them. The dealers who have added a talking machine line to their regular stock are making money out of the venture. This is what one large dealer who put in a talking machine line about six months ago, said about adding the line:

Gives Talking Machine Concerts

"I resisted the efforts of talking machine salesmen for many months because I did not believe that the talking machine should be included in a furniture line. I did not believe I had any more license to handle talking machines than a music store has to handle dining room tables. At last one young salesman, representing one of the big companies, went after me so hard that I decided to take the step. The furniture business had been a little slack and I was not averse to trying something which would make for more revenue. I put in the line, and decided that I would devote all my energy to pushing it for a few months, just to see what I could do. When a young couple, just married, purchased their outfit of furniture from me, I showed them our talking machine line, with the suggestion that as soon as they felt able to assume the financial responsibility, they should purchase a machine. In this manner I sold a number of machines right off the reel. I was encouraged.

"I plunged deeper into the subject, and learned that piano stores in the neighborhood districts of the city had been meeting with a great deal of success in holding 'afternoon tea' concerts. I decided to imitate them. I had a number of hand dodgers printed, informing the people of the plan. The weather was hot as blazes then, so I served ice cream with biscuits instead of tea. It cost me a few dollars, but I got them all back, with interest. The concerts brought housewives by the dozen, and my only problem was to find a place to seat them. I used my furniture stock to good advantage, taking care, of course, that all the velour pieces and others which can be damaged in this manner were out of reach of my guests. I played good records, and not only sold many talking machines, but a great deal of furniture, such as pedestals, reed rockers and library tables, which I would not otherwise have sold.

"Now I am strong for talking machines, and expect to do a whale of a business on them during the coming season. Of course, I shall keep talking machines subordinate to my furniture business. I am a furniture man, and any time I discover that the talking machine department is interfering or hindering my furniture business there will be a retrenchment on the music end. Thus far, however, I have found that the presence of talking machines in my store helps rather than hinders the sale of furniture."

Other dealers have had similar good things to say about their experience with talking machines. One of them, it is true, made an adverse report. He said that he had added a few machines, and some records, to his stock of furniture, and had made only two sales in several months. The writer did not wonder. He had the machines in the rear of the store, entrenched behind some dining room chairs and miscellaneous pieces as though expecting an attack any moment. The lids were covered with dust. The general attitude of the furniture dealer gave one the impression that it would be an imposition to ask him to give a demonstration. He acted about them as a parent might act about an idiotic child in the presence of company, admitting ownership, but somewhat embarrassed over the fact.

WINDOW DISPLAYS OF TALKING MACHINES

Talking machines are in themselves such handsome pieces of furniture that in making a window display the instrument itself furnishes sufficient attraction, without adding very much in the way of furniture. With these machines there are greater possibilities. The cabinets lend themselves to any style of decoration, as they are now made in all the period designs. Records are great factors in displays showing this kind of merchandise exclusively. Then, too, there are great decorative possibilities in the pictures of the famous singers who make these records.

For a display showing talking machines and records exclusively, and in a small window, too, a very good one was shown recently in which some Columbia grafonolas in several styles of cabinets with different filing facilities were displayed. A portable machine was on the floor in front, and the rug was bordered with Columbia records. Advertisements of the favorite records of the month added color to the display.

Ideal Phonographs

PERFECT TONE REG'D JANUARY 1917

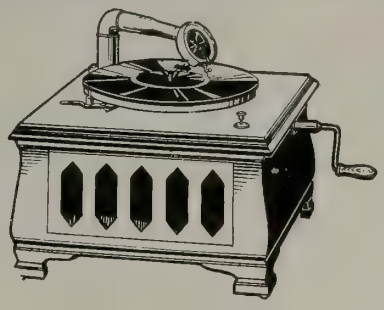
Plays all Records. **Bigger profits for you.** **The Ideal Phonograph means that.**



Model 50—Oak or Mahogany Finish
Dimensions:
Height 13 inches. Width 17 inches.
Depth 19 inches.
Retail price $45.00

Are you interested in a Mahogany Cabinet Phonograph that retails at $75.00 ?

Our new model No. 75 is now ready.



Model No. 2—Mahogany Finish
Dimensions:
Height 8 inches. Width 14½ inches.
Depth 15½ inches.
Retail price $25.00.

Some aggressive dealer—may be your competitor—is going to get *The Ideal Agency*—that is, if you don't beat him to it.

It places you under no obligation at all to find out about the Ideal proposition. We are willing to tell you.

Write to-day merely asking, "What is the Ideal proposition for dealers?" Then decide.

Regal Phonograph Co., Limited 43 Queen St. E., Toronto



One of the Lloyd Mfg. Co.'s latest productions.



Model No. 100, Ideal perfect tone phonograph, manufactured by Regal Phonograph Co., Limited, Toronto.

METHODS OF BOOSTING BUSINESS

Placing instruments in homes on approval, preferably over a week end is advocated by one dealer who claims to have met with good results in this way. Of course the machines are not placed promiscuously, but in homes selected as offering reasonably good prospects of a sale. This same dealer states that an instrument is always kept playing in the store during business hours so that passers-by may hear it. The telephone, an exclusive one for this department, is used constantly to apprise customers of certain new records or to ask for the privilege of placing a machine on approval.

Another dealer tells of selling a sufficient number of outfits in adjoining territory to more than justify the method, viz., a machine is loaded into a light motor truck with a generous collection of records and demonstrations given in private homes and at stores of other merchants.

Noon hour concerts in industrial centres where there are factory employees with a half hour or more in which they have nothing to do but amuse themselves are usually productive of good results. There is no cost attached and with music played that appeals to the listeners, considerable steady record business can be counted on as a result. But at such recitals it is not grand opera that will be found most attractive to the audience. The latter can be encouraged to suggest titles to play, particularly if made to feel that suggesting selections does not carry an obligation to purchase. Neither should the dealer's anxiety to sell a machine be displayed. The primary object is to get people to the store.

HISTORY OF THE TALKING MACHINE

In 1877 Thomas Edison applied for a patent on a device that would reproduce music from a wax cylinder. The patent for the now well known phonograph was issued less than sixty days after the application was filed, with full claims allowed and not a single reference, which is more of a tribute to the inventor than his patent attorney. In the next seven years Mr. Edison took out about eighty patents on the phonograph, and since that period the progress has been wonderful.

The cylinder record has been improved from time to time until the flat disc record came, which was also improved to the double faced disc playing both sides. Thus it was possible to have a song on one side and dance music on the other. Large companies were formed to market the rapid demand for phonographs from all over the world, and to-day this instrument provides one of the most stupendous industries of modern times.

It has found its way to all corners of the earth, bringing melody and entertainment to the homes of both the rich and the poor.

BISHOP TESTS TALKING MACHINE

In "The Talking Machine Tells its Own Story" in a recent issue of The Nation's Business, is told a story of the early days of the phonograph. The newspapers printed columns of yarns so fabulous that most readers thought it a hoax. Bishop Vincent, of Chautauqua fame, asked the privilege of seeing the marvel, which Mr. Edison readily granted. The good Bishop had planned to put the wonderful machine to a test. He squared himself in front of the recorder and shouted as fast as he could articulate a string of Biblical names to out-chronicle Chronicles — Zaccur, Irzi, Nathanial, Bukkiah, Jesharelah, Jeshaiah, Shimei, Azareel, Hashabiah, Shubael, Jeremoth, Joshbekashah, Mallothi, Hothir, Giddalti, Romantiezer, and so on. When the machine slammed the words back at him the good Bishop threw up his hands and exclaimed, "I'm satisfied! There isn't a man in the country who could recite those names with the same rapidity."

TALKING MACHINE AN EGG TIMER

That originality pays in the talking machine line is emphasized by the experience of an American house. This company ran a special advertisement in the local papers occupying large space for the purpose of publishing a recipe for boiling eggs, which was as follows: "Have a kettle full of boiling water. Drop eggs in water. Start a three-minute record on your talking machine and, when through, the eggs will be nicely boiled. If you have no machine, see us. $10 to $300."

REGAL COMPANY INCORPORATED

The Regal Phonograph Co., Ltd., with head office at Toronto, has obtained an Ontario charter to buy, exchange, sell and deal in phonographs, records and musical instruments. The capital is set at $40,000.

PATHE FRERES CANADIAN NOTES

In common with other large manufacturers the Pathe Company for some little time has experienced a shortage of records. This has been due to extraordinary demand, freight congestion, and the moving of the United States company into their new and up-to-date plant in Brooklyn. Some of the Toronto officials of the Pathe Company made a special trip to New York for the purpose of speeding up shipments, and were successful in making arrangements whereby the record shortage will be immediately relieved. In addition, the Canadian plant is now fully installed and ready to operate. The new Pathe instruments are nearly ready to be announced. They will be entirely different in design and construction to any other machine on the market.

Negotiations are now under way for the formation of a company to job Pathe in the Maritime Provinces.

N. H. McMenimen, managing director of the Pathe Company, New York, made a flying trip to Toronto recently.

TALKING MACHINE TRADE NOTES

Auronolas, Ltd., with a capital of $40,000, and head office at Aurora, Ont., has been incorporated to make, buy and sell, wholesale and retail, talking machines, music cabinets and accessories.

The Ideal Furniture Co., Ltd., Breslau, Ont., has obtained permission to change its name to the Classic Phonograph Co., Ltd.

The Melodia Company of Canada is being organized with headquarters at Montreal, to manufacture a line of talking machines to retail at from $45 to $350.

In the club cars on some of the trains running in and out of New York are talking machines with a number of the latest records for the use and convenience of the passengers.

Mr. R. Braid has resigned the management of the music studio of the Robert Simpson Co., Toronto, in which Pathe and Edison lines are featured, and has joined the selling organization of Layton Bros., Montreal. The latter firm have an extensive phonograph department.

Success
and the
BRANT-OLA

are close allies in the aim to increase trade. When you sell the Brant-ola you are assured of success.

Success comes in different forms. Just now it is coming to Brant-ola in the form of repeat orders from dealers all over Canada. Dealership in connection with this profitable line means to you commercial success and profits.



Style B

THE BRANT-OLA PLAYS ALL DISC RECORDS

every make—and gets all the music out of each record.

The motors, tone-arms, sound-boxes, and parts used are the most modern and most dependable on the market. The cabinets are produced in an up-to-date piano case plant which specializes all the time in the finest of workmanship.

Three styles are being manufactured to retail at figures that give the dealer a good profit.



Style A

BRANTFORD PIANO CASE CO.
LIMITED

BRANTFORD CNTARIO

Write for prices

They will interest you, we're sure



Style C



Above.—No. 705, William and Mary bedroom suite, one of the newest suites made by Peppler Bros., Ltd., Hanover, Ont.

Below.—Two pieces from a bedroom suite of Adams design, made by The Meaford Furniture Co., Ltd., Meaford, Ont. This suite is also made in mahogany.







THE PATHÉ RECORD PLUS THE PATHEPHONE

An Irresistible Combination

Because it represents **the ideal** method of sound reproduction.

Because it gives a reproduction more clear, more true, and with more volume than can possibly be obtained in any other way.

Because the dealer has so many good talking points. The Pathe Permanent Sapphire Ball which takes the place of sharp, destructive needles—saves the bother of changing needles every time the record is played—does not rip, cut or wear the record.

The Pathe record itself whose wide grooves permit **all** the tone vibrations (music) to be taken from the record instead of only part.

The Pathe record library which opens up a whole new world of music to the buying public.

Not only records by famous American artists, but remarkable records by celebrated European Court favorites who have never been here. Uniquely beautiful records by Hungarian and Sardinian orchestras—Gypsy Violinists—instrumental soloists—chamber musicians and an unequalled library of similar delightful foreign novelties, all give the Pathe Dealer a splendid opportunity to capture the "**class**" patronage of his neighborhood.

The Pathephone itself with its famous "violin" sound chamber of resonant wood.

The splendid prestige of the name "**Pathe,**" a name that in two entirely distinct fields—Sound Reproduction and Film Reproduction (motion pictures) has become a household word the world over.

Dealers everywhere are selling attachments to play Pathe Discs on machines built for needle played records. Such attachments serve their purpose in a way, but—

The dealer who wants to keep his patronage—who wants to give customers 100% satisfaction, won't be satisfied to sell an attachment of this kind and then stop.

He will keep after "attachment" customers until they finally exchange the machine they have for a Pathephone. He will prove to himself that the **Pathe** Record played with the **Pathe** Sapphire Ball on the **Pathephone** makes **the** supreme musical combination.

Pathé Frères Phonograph Co. of Canada, Limited

Factories and Head Office, 4-6-8 Clifford Street, TORONTO, Canada

Western Distributers: R. J. Whitla & Co., Winnipeg, Man.

Manufacturers' Helps for Retailers

NEW CHESLEY FURNITURE

The Chesley Furniture Co., Ltd., Chesley, Ont., are working on a new catalogue which they expect to publish shortly. The company is now specializing on dining tables, centre tables and jardiniere stands. They are also bringing out a new line of kitchen tables. By concentrating they believe they are in a position to give better service than ever, to the trade.

1917 FURNITURE DIRECTORY

The Periodical Pub. Co., of Grand Rapids. Mich., publishers of The Grand Rapids Furniture Record, have just issued a comprehensive directory of the furniture manufacturers of the United States and Canada, containing both an alphabetical and classified section. It makes a volume of over 300 pages, and the book should prove useful to furniture makers and dealers. The Canadian section is made up of the directory as published in last January's issue of The Canadian Furniture World, to which paper credit is given.

A STRIKING CIRCULAR

The Phillips Mfg. Co., Ltd., Toronto, have sent out a "safety first" post card-circular, drawing attention to their copper-plated mirrors, the silvering of which is protected by the electro-plated copper back, making it immune from all climatic influences—heat, cold or moisture; nor will the mirror deteriorate with age, the process enabling the silvering to be guaranteed without time limit.

ATTRACTIVE FENCE POSTER

One of the most attractive fence posters seen in recent years in Canada, is that which can be seen in various cities and towns of the Dominion, illustrating the "Ostermoor" mattress. The design, coloring, and the child figures emphasize strikingly the worth of the "Ostermoor."

A STRIKING TRADE MARK

The illustration herewith reproduced represents the label on the "Hercules" silk felt mattress, made by the Gold Medal Furniture Mfg. Co., Toronto. This is a high grade mattress and has proved a popular seller. There is a fair margin of profit for the dealer, who also has the satisfaction of having sold a reliable article.



KUMFY KAB CATALOGUE

The Outing Kumfy Kab Co., Laporte, Ind., have just issued their 1917 catalogue of collapsible sidewalk sulkies, Pullman sleepers and carriages, Kumfy Kab promenaders and collapsible go-carts. Some 64 pages are given over to illustrations and descriptions of the lines, and a price list and index serve the purpose of an introduction.

THE CARPET AND RUG WORLD

A new paper called The Carpet and Rug World, has been published in New York, by T. A. Cawthra & Co., publishers of The Decorative Furnisher. The first number which recently appeared, is a 64-page paper, well printed and illustrated. The selection of articles is a timely one, and deals with many phases of the business of those catering for floor covering trade.

Among the striking articles in the first number are. "Bringing Sales in Through the Window," "The Big Problem of Missing Profits," "Help and The Problem it Presents," "The How and When of Advertising," "Secret Price Marks," "Cards and the Credit Customer." The paper is published monthly.

SIDWAY BABY CARRIAGE WINDOWS

S. Levinter, 360-362 Queen Street West, Toronto, made a window display a few days ago, of a line of Sidway Mercantile Co's "Allwin" carriages, using a window setting similar to the one Canadian Furniture World illustrated a short time ago. The Reliable Furniture Company on Queen Street East, made a similar display the following week.

ANOTHER CANADIAN TALKING MACHINE

One of the latest firms organized to manufacture talking machines is the Canadian Symphonola Co., Ltd. This firm is capitalized at $50,000, and the head offices are to be at 406 Yonge Street, the address of Wm. Long, a Toronto piano dealer. Associated with Mr. Long in the organization of the above named firm are his brother, A. Long, John W. Dyer, and J. H. McDonald.

It is the Company's purpose to have their designs on the market early in April. These are to run from $60 to $150 retail. The Symphonola is to play any record, and will be wholesaled throughout Canada.

SAVING THE CARPET

They were a very saving old couple, and as a result they had a beautifully furnished house.

One day the old woman missed her husband.

"Joseph, where are you?" she called out.

"I'm resting in the parlor," came the reply.

"What, on the sofy?" cried the old woman, horrified.

"No, on the floor."

"Not on that grand carpet!" came in tones of anguish.

"No. I've rolled it up!"

The Highest-Class Talking Machine in the World

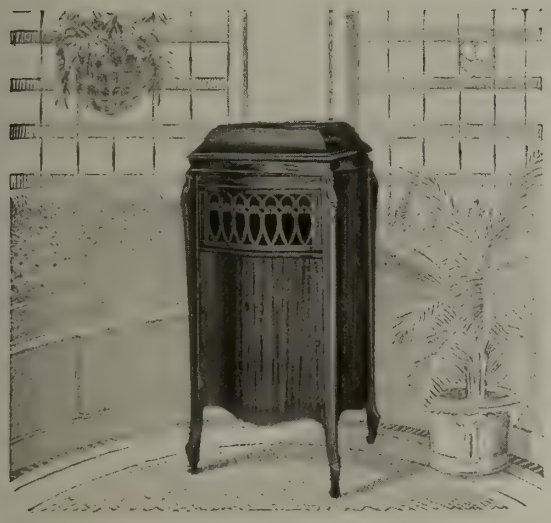
THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

QUALITY *vs.* TERMS

The Sonora phonograph has never been featured other than for its quality



TEN SUPERB MODELS

$62.50	$80	$100	$135	$205
$240	$265	$300	$475	$1,500

Manufactured by

Sonora Phonograph Corp.

New York

Many dealers mistakenly believe that that growing evil, the "easy-payment-plan" is a necessity—that it is the main feature and the only sales method by which phonographs are sold. This may be so with some phonographs.

Whatever may be the case regarding **other** phonographs, Sonora has **never** been sold with installment payments as the leading inducement.

Sonora sells on **merit** alone. Terms are **secondary**. To buy quality, the public now realizes, is more important than buying terms.

Every dealer has realized the danger to himself of tying up large sums in a long-time payment system. Sonora dealers are happy because the **Sonora is the phonograph that demands cash. And its sales are increasing by great leaps.**

Investigate this superb instrument. **Your territory may be open.** Write us to-day.

EXCLUSIVE CANADIAN DISTRIBUTERS

I. MONTAGNES & COMPANY

RYRIE BUILDING *Shuter and Yonge Streets* TORONTO

Knobs of News

Wm. Stern, formerly buyer with the Walker Co., Hamilton, for nine years, has taken the McLagan line of furniture, from Kingston to the Soo, and goes forth with the best wishes of the Walker Co., and his many traveller friends.

A meeting of the Executive of the Hamilton Retail Furniture Dealers Picnic Committee was held at Hamilton, on Thursday, February 22, to discuss plans for next summer's outing.

An "at home" was given by the Hespeler Furniture Company recently, when residents of Hespeler and surrounding towns were given an opportunity to inspect the furniture manufactured by the company. The goods were displayed in the company's warerooms and a large number of citizens availed themselves of the opportunity to examine the company's products.

The management of the Durham Furniture Company, of Durham, Ont., have worked out a scheme for sharing the profits of the business with the employees. This scheme is explained in a letter received from the company, which is published elsewhere in this issue.

The Du Pont Fabrikoid Co., are sending out through the press a circular advocating home farming to relieve present high living costs, and suggesting that every man be his own gardener in his little back yard.

Mr. Alec. Russell, of Georgetown, Demerara, South America, is representing The North American Bent Chair Co., Ltd., of Owen Sound, in that territory.

John Chapman has sold his furniture and undertaking business at Flesherton, Ont., to W. H. Bunt.

W. T. Henry has taken over the furniture business at Edmonton, Alta., until now conducted by the Blowey-Henry Furniture Co.

The Alaska Bedding Co's warehouse at Winnipeg, was damaged by fire recently.

James McArthur, of Powassan, Ont., is advertising his business for sale.

B. Levin's upholstery shop at Winnipeg, was damaged by fire recently.

P. T. Legare's branch furniture store at Quebec, was damaged by fire recently. Full insurance was carried. C. Robitaille's piano and organ store, in the same block, was also damaged.

E. and G. Laurin, furniture dealers, Montreal, have had their business registered; as also have the Reliable House Furnishers, of the same city.

J. A. Banfield, the well-known furniture dealer, of Winnipeg, was elected president of the Manitoba Motor League at its recent annual meeting.

The Cummer-Dowswell Co. are building a $20,000 addition to their factory at Hamilton.

Ratepayers of Kincardine, Ont., will vote on a by-law granting a free site to J. B. Watson, who proposes to erect a furniture factory, at a cost of $50,000.

Henry F. Rapp, who has been a traveller for Peppler, Brothers, furniture manufacturers, of Hanover, Ont., died recently at his residence in Stratford. Mr. Rapp was well known and respected among furniture dealers of the province.

Canada Furniture Manufacturers, Ltd., are completing plans for the operating of their Wingham factory, since the destruction of their Wiarton plant by fire. They expect to open with about 30 employees, increasing this number from time to time. The lines formerly manufactured at the Wiarton factory will be manufactured at Wingham. Considerable new equipment is to be installed and the factory brought up to date in every respect.

The Sportsmen's Patriotic Association, of Toronto, has sanctioned an order for the purchase of $30,000 worth of toys for next Christmas for distribution to the children and dependents of those who have gone overseas. This should mean business for the manufacturers of wooden toys.

The British Manufacturers Association, of Kitchener, has changed its name to The Kitchener Manufacturers' Association.

M. S. Phelps, vice-president and general manager of the Brantford Piano Case Co., Ltd., which firm manufactures the Brant-Ola phonograph, on a recent visit to New York arranged for a large quantity of supplies.

A by-law was passed recently, reducing the number of directors of the Elmira Furniture Company Ltd., to three.

OTTO HEINEMAN OPENING CANADIAN BRANCH

C. J. Pott, has been appointed general sales manager for Canada, of the Otto Heineman Phonograph Supply Co., New York, and he has been in Toronto for some little time, looking over the field, having received instructions from headquarters to open up a Canadian branch. Premises are being arranged for in Toronto.

Mr. Pott has also visited several other Ontario centres, and is much impressed with the rapid development of the talking machine industries in this country, and the number of firms in the market for motors and supplies. The demands of the trade here convinced his firm that their policy of service demands a Canadian division of their company, from which all their business in this country will be handled. A mechanical expert will be permanently located here.

P. K. Wood, from the Heineman factory at Elyra, N. Y., an expert in motor construction and principles, also visited Toronto recently.

CLERKS AND TRADE PAPERS

Frank Farrington advises the retail clerk to read every trade journal that comes into the store, saying that the employer will be pleased to note his interest and that he can profit by a knowledge of what is going on elsewhere in his line. Both the retailer and his clerk should read much and carefully, thinking over what is given and not hesitate to make use of ideas advanced by other men.

PICTURES AND PICTURE FRAMES IN THE FURNITURE STORE

(*Continued from page 27.*)

together to the display of art goods—then let him occasionally devote the one to this branch of his business, and particularly during the Christmas holiday season.

Then there is advertising. That by all means should receive attention. Art goods, such as pictures, lend themselves exceedingly well to advertising, particularly in view of the fact that electros of famous pictures can often be borrowed from manufacturers.

That there is money in the art department for dealers who will give it the necessary attention, there can be no doubt. Let those who have not yet tried it do so.

. . . " Well, Nellie, if Joe is going to get you a phonograph by all means get a Phonola. Ours is such a fine one. We wonder now how we ever got along without it—and the children have become so fond of music." . . . .

Such is often spoken over the 'phone. A boost for talking machines in general and the Phonola in particular.

That's how a big proportion of Phonolas are sold. A satisfied owner, an entirely disinterested party, recommends it and the influence of one sales goes on and on.

The latest Phonola cabinets are a real credit to the furnishings of a parlor, living room or den. In tone, which according to the particular record is a soft falsetto tenor, the full, rounded out, heavy volume from a chorus, or the pleading strain of the 'cello, harp or Hawaiian music, the Phonola is always clear, always true.



The Phonola "Prince"



The Phonola "Princess"

Our agency terms, co-operation with dealers, and the margin in Phonola-selling for our dealers, are all on a most generous scale.

Have You Investigated?

POLLOCK MANUFACTURING CO., LIMITED

KITCHENER CANADA

With the Boys on the Floor

THE question which every clerk should ask every morning is, "What can I do for the company to-day?"—and every night the question should be, "What have I done for the company to-day?

With these questions in mind, and with the thought that every one is a part of the company—and that all must do everything in their power for the company's benefit and success—would soon result in such a complete, harmonious and perfect organization, that the company's success would be without question, and the advancement and profit of each individual be assured.

Who has ever seen a successful man, who acted upon the principle that "so much work for so much money" was all that was required to make his life a success? Are not all of the men you know as successful men those who have always done more than enough to hold a "job," and who have studied their business and worked at it so much harder than their fellowmen that they have been promoted because they deserved it?

SHOULD DOVETAIL INTO ORGANIZATION

When hiring a clerk look well to his personality. Ability without personality is like a horse without a cart. It cannot pull the wagon of success. Some clerks are meddlers. They try to know everybody's business without developing the fullest possibilities of their own—they are always afraid that they are missing something—they antagonize the whole store force. A clerk's general manner, his voice, every little detail should be carefully studied before hiring to be sure that he will dovetail nicely into your selling force, for no matter how great his ability he cannot succeed unless he has the rest of your workers "with him."

MASTERING THE ART OF SALESMANSHIP

The Science and Art of Salesmanship. By Simon Robert Hoover, M.A., assistant principal, High School of Commerce, Cleveland, O. The Macmillan Company of Canada, Limited, Toronto. 75c.

This book is published in connection with Macmillan's commercial series, and while of interest to every business man, is particularly so to young men who are desirious of mastering the art of successful salesmanship, that being the avowed purpose the author has in view. How comprehensively the subject is dealt with may be gathered from the titles of the fourteen chapters which comprise the 193 pages of the book. They are: What is a Salesman; The Salesman; The Salesman's Preparation; The Customer; The Process of the Sale; The Demonstration; Closing the Sale; Finding and Correcting Mistakes; Relation Between Department Managers and Salesmen; Suggestions from a Selling Letter; Department Store Instructions; and the Salesman's Rewards. Not only are these various phases of salesmanship dealt with in much detail, but actual experiences are given by way of illustrating the various points brought out. A further aid is a large number of reproductions of photographs of various phases of store life, arrangement and methods. In the preparation of the book the author had the assistance of John Wanamaker and other well-known successful business men. It is a book that every business man should study. Employers might well secure copies for their clerks and salesmen.

WHO PAYS YOUR SALARY?

Every clerk in a retail store may well ponder the above question.

The owner of the store in which you work, do you say?

Fundamentally, you are wrong.

The person who pays your salary is, in the final analysis, the customer in front of the counter. Without customers, the services which you render and on which your salary is based, would not be required.

It is essential, therefore, that every clerk realize once for all that the customer is responsible for the said clerk's position, and that careful treatment of the customer is just as essential for the clerk's welfare as it is for the welfare of his employer.

Handle the customer in such a way that he or she will feel that the merchandise, service, prices and general atmosphere of the store in which you work are such that a return again and again is desirable.

Your value to your employer is in direct proportion to your value to his customers.

TWELVE GUIDE STONES TO SUCCESS

1. The value of time. 2. The success of perseverance. 3. The pleasure of working. 4. The dignity of simplicity. 5. The worth of character. 6. The power of kindness. 7. The influence of example. 8. The obligation of duty. 9. The wisdom of economy. 10. The virtue of patience. 11. The improvement of talent. 12. The joy of originating.

HOW TO REMOVE SCRATCHES FROM SHOW CASES.

It may be interesting to the dealer to know how to remove scratches from show cases, and the following is suggested as a practical method: "Dissolve one ounce of white wax in a pint of pure turpentine. To dissolve the wax, place the vessel containing the turpentine over a burner and warm, applying with a soft cloth. This will in every case greatly improve the surface." For cleaning glass, a good method is as follows: "Mix one ounce of whiting, one ounce of alcohol and one ounce of water of ammonia in a pint of water. Apply with a soft cloth, allow to dry, and then wipe off."

Numbers of glass cases are ruined yearly from lack of proper attention. Small cracks appear, caused by heat or contact with hard, heavy bodies, and if these cracks are not at once attended to they soon spread. An excellent method to prevent a crack from spreading is to draw a short scratch at right angles with a diamond or a glass cutter; this will prevent a crack from spreading in every case. Cases should be set perfectly level on the floor, especially the new, all-glass variety, which, if this is not done, are certain to warp. The legs of the case should be propped to the required height from the floor to ensure their setting true.

The dealer who does not fully and correctly compute his "overhead," is likely to find himself "over his head."

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

Embalming Children

(Continued from last month.)

By Howard S. Eckels, Ph.G.
Dean of Eckels' College of Embalming, Philadelphia, Pa.

Written for Canadian Furniture World and The Undertaker.

Make the incision about one-and-a-half inches in length transverse with the neck, right at the top of the breast bone. Begin the incision at the articulation of the right collar-bone (clavicle) with the breast bone (sternum). This is called the sterno-clavicular articulation. Make the incision in a straight line to the articulation on the opposite side, cutting through the outer skin, fat and fascia to a depth of say one-quarter to one-half an inch. Then with the aneurism hook and a pair of tweezers the separation of the deeper fascia easily is accomplished. Opening this incision to a depth of not more than half an inch exposes the carotid plainly to view.

Injecting a small quantity of properly prepared fluid or capillary wash downward in the carotid artery soon will distend the veins so that one of them readily can be found in all cases where it is necessary to drain the blood from the body. With this vein distended in this manner, it easily is dissected to the length of half to three-quarters of an inch. A vein clamp put around either end will enable the operator to open up the vein and carefully introduce a small tube which, after being tied, may be depended upon to drain the blood as cleanly as could be done from any other vein in an adult.

The quantity of fluid or capillary wash and blood solvent to be used for children varies with their size and with what is necessary to be accomplished. In the majority of children a few weeks or even a few days' illness results in great emaciation, but embalming in such cases will vastly improve the appearance to the great satisfaction of the family, and especially to the mother, by filling out the tissues with fluid. This, as before stated, should be especially prepared for this purpose. This can be done not only with a view that the fluid shall not cause any further shrinking and the skin have a drawn appearance and a dry, hard and mummified condition of the tissues result, but that it should produce the clear alabaster complexion which always should be in children. This may be accomplished by having the fluid contain a super-saturation of mild chemical salts that will crystalize in the tissues and hold them up to the full round expression which is obtained at the time of the injection of the fluid.

In such cases, of course, the embalmer will inject downward in the carotid artery a sufficient quantity of fluid to produce fullness of the face on the opposite side. When this is accomplished, reverse the artery and inject the fluid upward on that side of the face until a natural expression is obtained.

There is no reason in arguing that it is difficult to embalm children. It is not. The arteries are found more readily than they are in adults, because they are closer to the surface; they are injected in a shorter time because they do not require so much fluid as does a larger body. After one has embalmed a child or two, he knows from experience that they are much easier to preserve than are adults.

When the body is properly embalmed and the undertaker dresses it, the expressions of satisfaction and gratification, particularly from the parents, make him realize that he has done more to establish his reputation on a firm basis than would be possible with an adult, just as success is assured to the young physician who gains the confidence of the family because he has proven unusually successful in the treatment of children.

DEATH OF MRS. LEPINE

Mrs. Germain Lepine, wife of Germain Lepine, Jr., one of Quebec City's foremost citizens and probably its oldest undertaker and embalmer, died recently at her home in that city. Among the floral tributes sent from a distance was a wreath from A. J. Eckardt, Toronto.

Honor Roll

Ontario funeral directors enlisted for overseas service:

Bannister, R. C.	St. George
Black, J. N.	Beaverton
Booth, D. T.	Toronto
Brown, C. W.	Alvinston
Brown, H. W.	Toronto
Buck, S. C. W.	Toronto
Cameron, P. W.	Toronto
Chapin, Clifton B.	Windsor
Chapman, J. W.	Paris
Craig, R. J.	Toronto
Curry, H. P.	Toronto
Flauaus, Edward	Baden
Guillou, L.	Niagara Falls
Harris, F. W.	Ottawa
Hutchinson, H. J.	Hamilton
Jebb, W. P.	Cookstown
Johnstone, J. R.	Lucknow
Knowles, R. S.	Dundas
Manners, J. H.	Ottawa
Martyn, D. B.	Ripley
Martyn, H. L.	Ripley
McCrea, J. M.	Omemee
McKenzie, S. A.	Gananoque
Scott, John	Hamilton
Selwood, W. G.	Toronto
Sims, D. C.	Little Current
Slingerland, F.	Bracebridge
Spragge, E. C.	Toronto
Stephens, L. H.	Campbellford
Strachan, E. C.	Barrie
Tackaberry, H. A.	Port Colborne
Usher, J. M.	Sudbury
Wardrop, F. A.	Ottawa

New Casket Company in Ontario?

A new casket factory is planned for location in Ontario, to look after Canadian business in competition with existing concerns. The real promoters of the company are screened for the present, though a thoroughly qualified superintendent who has had experience in both Canada and the United States, has had under advisement a similar post with the projected company. The plant to be erected will be first-class in every particular, built especially for the work contemplated, and the promoters hope to be able through economical factory management, to cut costs so as to lower selling prices and meet any competition that may arise.

The site of the plant has not been given out, but it will be at some railway centre where shipping facilities will be the best.

WHAT DO UNDERTAKERS THINK?

According to the Toronto daily press the Ontario Board of Examiners which collects for the Provincial Government undertakers' licenses in that Province, has turned in to the Provincial Board of Health a sum in excess of $800 as the amount collected for licenses during the past year. As licenses are only $1 a year, this shows there are over 800 licensed undertakers in Ontario. "It is thought in some quarters," continues the press comment, "that when other licenses are being increased to provide revenue, those of undertakers could be advanced to $5 without imposing a hardship upon the men engaged in that line of business.

NEW ONTARIO EMBALMERS

The Ontario Board of Examiners conducted an examination of candidates who had applied for certificates of qualification as embalmers, in the Parliament Buildings, Toronto, on Wednesday and Thursday, February 21st and 22nd, 1917.

Fifteen candidates presented themselves for examination, each one of whom was asked to pass a written examination consisting of forty questions, and in addition was required to pass an oral examination to show that he had a good practical knowledge of the questions on which he had written. Seventy-five per cent. of the total marks was required to pass and ninety per cent. to obtain honors. The result was that twelve of the candidates were successful in passing the examination, three obtaining honors. The names and addresses of those who were successful are given herewith:—

Honors—F. W. Churchill, Huntsville; Samuel Cotterell, 56 Barton St., Hamilton; Fred S. Newman, Windsor.

Passed—H. B. Puffer, Havelock; D. E. Knowles, Dundas; O. C. Kalbfleisch, Tavistock; A. H. Cosby, Gravenhurst; Edwin W. Morris, Walkerville; A. R. Newbigging, Listowel; D. Courville, Alexandria; T. A. Dunwoody, Newburgh; Edward Kress, Durham.

ONTARIO SEMI-ANNUAL EXAMINATIONS

Some fifteen applications were received by the Ontario Board of Examiners for their semi-annual embalming examination held at Toronto, on February 21 and 22. There were only four candidates up for examination a year ago.

CANADIAN EMBALMERS EXECUTIVE MEET

A special meeting of the C. E. A. Executive was held in Toronto, on Tuesday, February 20, to consider some grievances that had been placed before the Association and to discuss them with the Ontario Board of Examiners, who were meeting to conduct their half-yearly examinations during the same week. There were present, President Nugent, Past President Cobbledick, Vice-President McArthur, and Secretary Matthews. Treasurer Coltart was absent, being laid up with a somewhat severe cold, and so was Vice-President Brandon, of St. Mary's, who was attending the funeral of his father that day.

A conference was had with the Board and a satisfactory arrangement entered into whereby the matters referred to were amicably settled, and a smoother working out of rules and regulations of the Act will be followed.

NEW GREER MOTOR HEARSES

A. B. Greer & Son, London, Ont., among Canada's largest builders of motor and horse-drawn funeral cars, ambulances, coaches, buggies and undertakers' wagons, have decided to use the Studebaker chassis for their larger funeral cars. Their great range of styles and prices enables Greer & Son to supply undertakers with a car running around $1,800 up to $3,000. Their chassis is manufactured in three different styles—four-cylinder, 40 horse power, model 17; a six-cylinder, and a four-cylinder special truck chassis. The fact that the Studebaker Corporation has over two thousand agents throughout Canada should be a guarantee that the Greer motor hearses will have service no matter into what territory the cars are sold. Besides these Studebaker chassis Greer & Son are carrying their standard style bodies in stock, and are making several special style Ford combinations selling at $900, $950 and $1,100.

PROFESSIONAL NOTES

G. M. C. Graham & Co., have been registered as undertakers, at Toronto.

Wm. Wray, Regd., is the new name of the firm succeeding to the late Wm. Wray's undertaking business at Montreal.

James Torrance, lately secretary of the Ontario Embalmers' Board, and recently appointed Collector of Customs at Stratford, has been made a judge of the Juvenile Court for the County of Perth.

An officer of the National Casket Co., with branches in all the important American cities, contemplates visiting Toronto this spring to look over the field in that part of Canada. The National at present sell quite a lot of the higher priced caskets in Ontario.

M. Bedford, recently with J. B. McIntyre, St. Catharines, Ont., has made a connection with G. M. C. Graham, Toronto.

S. A. O'Leary, Toronto, has removed his undertaking parlors from the eastern section of Gerrard Street down town to Queen Street East, and his residence to Carlton Street.

Adam Klippert, Waterloo, Ont., one of the oldest undertakers in the country, died recently at his home. Mr. Klippert was nearing his eightieth year when he died, and was still in business. He had been an undertaker for about 50 years.

Funerals Out of the Ordinary

By W. K. Murphy, Toronto.

Continuing the subject of funerals for the benefit of the writer of the query to Canadian Furniture World and the Undertaker, I am giving below some few helpful suggestions which I have learned through conducting funerals here in Toronto.

Military Funerals

Military funerals should be regulated as follows:

First, the band with muffled drums, drum major with reversed staff, next firing party with reversed arms, third, company deceased belong to, then gun carriage or hearse, casket covered with flag of his country, pall bearers walking on each side of the gun carriage, eight in number, four on each side. If the deceased be a mounted man, his charger should follow the gun waggon with boots in the stirrups reversed. then the mourners and friends, the remainder of the regiment following the mourners. At the grave when the chaplain has pronounced the benediction or absolution service. the firing party should circle the grave and fire one volley, then the buglers sound the last post. When leaving the grave try and avoid the mourners coming into contact with the band returning from the cemetery as they always play ragtime music or lively airs such as "The Girl I Left Behind Me," and of course it would not do to have the sorrowing friends hear the strain of this kind of music at this particular time.

Society Funerals

The director should consult the officers of the different societies that wish to be represented at the funeral and obtain from them two for each society to act as pall bearers. All societies should precede the hearse, the family's clergyman should at the grave precede all chaplains of different societies as to the services. The director should look after the welfare of the mourners and see that they have a place in the inner circle of friends at the grave and not at the outer edge where they cannot see or hear anything. Families at all times have the choice of the funeral director, but sometimes societies try to influence them otherwise.

Chinese, Italian and Foreign Funerals

While I do not intend to dwell long on these matters, these are the kind at which you have your nerves tested. My own experience is to place your carriage in the usual way and keep your eyes on everyone and everything and take chances on the result, as they will all talk at once and go where they like, climbing into the carriages for fear that they would be left behind. Of course you cannot blame these people, as they do not understand our custom or our language, so just do the best you can under the circumstances. I could give you an instance or two of a Chinese funeral that was the largest Toronto ever saw, with bands, etc., and as I was informed it was to be absolutely a private one, you may imagine my surprise when I went there prepared for such a private funeral, to find two bands. two vans, and all the carriages in the city. Well, I won't tell you what I thought or said, I will leave that to your own judgment.

The man who puts a limit on what he thinks he can do is a man who will never reach that limit.

THIS IS "SOME" FISH STORY

"Bob" Flint, of the Central Casket Co., had a very painful accident to his hand last fall which prevented him getting about his work regularly, and during the period of his incarceration at home under the doctor's care, whiled away the hours by reading some early copies of The Furniture World. There he read about Eddie Bagshaw's "bee" farm. Telling the yarn to his side partner, Jack McLaughlin, "Mac" grew warm and told this story of his early days on the old home farm:

"On our farm there is quite a good sized pond, not far from the house, which was well stocked with fish (principally catfish). I used to spend many pleasant hours fishing there, when a boy," said "Mac." And then he grew reminiscent.

"One afternoon I was fishing as usual. After catching a nice string of fish I was starting home when I noticed there were several worms left in the bait can. I thought I would throw the worms in the pond and let the fish eat them. As I was throwing them in the water I noticed a catfish come to eat the worms. As fast as I would throw in a worm it would dart and get it. I wanted to see how large the fish was, and threw a worm in the shallow water. The fish came right to the water's edge to get the worm, then I held the last worm I had in my fingers, just out of the water. The fish wiggled out on the bank about one-half his length, and I gave it the worm. It ate the worm and wiggled back in the water. I went home to tell about this fish, and made up my mind I would try to make a pet of the fish.

"Next day I dug some worms and returned to the pond. I found the fish near the same spot I fed it the day before. It acted as if it was waiting for me. I threw it a worm and it came right up to the edge of the water. It did not seem to be the least bit afraid. I fed the fish a few worms and coaxed it out on the bank, after the worms. When I gave it a worm, it would try to wink and look pleased. It would flop its tail as much as to say, 'that was a fine one.' At first it did not like me to put my hands on it, but it soon got so it did not mind it at all.

"At first it seemed to be hard for the fish to breathe out of the water, but it would stay out as long as it could, then it would flop back in the water until it could get its breath, then come out and try it again. In a few days' time it got so it could stay out quite awhile. It did not seem to bother it at all. It seemed to enjoy being on the land better than in the water.

"The pond was in the pasture, where we kept the milch cows. This fish got in the habit of coming to where I milked the cows. I used to squirt milk on it for fun. It did not like this at first, but when it got a taste of the milk, it would hold its mouth open for me to milk in its mouth. The fish grew very fast and got in the habit of following the cows in the pasture. When a cow would lie down the fish would flop up and help itself to warm milk. It got so it would hardly ever go near the water. It was the neighborhood talk for miles around.

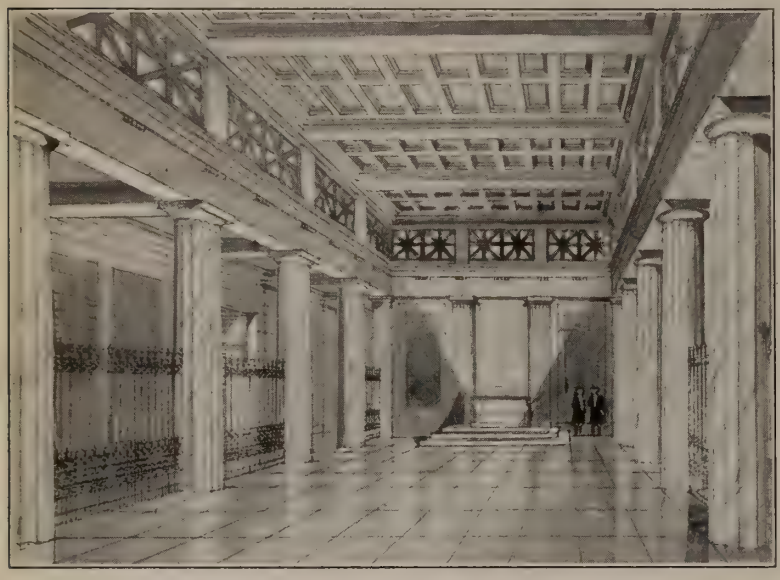
"One day, as I was walking along the edge of the pond, where the water was deep, my fish was flopping along, following me as usual. The fish made a misflop and fell in the water and drowned before I could help it out again."

We do not vouch for this story, but "Bob" Flint, knowing "Mac" as he does, went out to see the pond.

EFFICIENCY AND SERVICE

During the recent gathering of furniture dealers, at Toronto, to form a provincial trade organization, R. W. Stone, Toronto, delivered an address on efficiency and service to the undertakers and embalmers among the delegates.

These two subjects are of great importance to those engaged in the profession, and they cannot be too often nor too strongly emphasized.



Interior of the projected mausoleum in Mount Pleasant Cemetery, Toronto.

Mr. Stone is one of those who has made a life work of the study of embalming and funeral directing, and is a man who in his own calling does things just a little different. In his talk he told his hearers that while they were in business to make a living, and a good living at that, he believed that every member of the profession should strive for perfection. Efficiency would bring better service, and in its train would follow a better clientele and more money.

CASKET SUPPLIES SCARCE

Messrs. Coles and Andrews, vice-president and secretary of Dominion Manufacturers, Ltd., recently returned from New York and other eastern United States points whither they had gone to try to get supplies and casket trimmings, also to look over the lines of the newer casket designs which are put out by the American houses. All the casket factories in Canada and the United States are handicapped to more or less extent by the shortage of supplies.

PROMINENT UNDERTAKER PASSES

Thos. G. Carscallen, M.P.P., died at his home in Napanee, Ont., last month, after a somewhat long and serious illness. He was perhaps the most prominent undertaker in Ontario, in that he took much interest in public affairs and was honored with office by his fellow citizens. He had represented his constituency in the Ontario Legislature for the past fifteen years, and previous to that had been mayor of his town.

Mr. Carscallen was in his 74th year when he died. His funeral was of a public character, and was attended by representatives of the Ontario Government, and members of the Provincial and Dominion Houses.

THE CHAIN DRIVE

One of my dealers with an Irish name, says Bert Menzie, was talking not long ago of the merits of a new delivery motor truck he had purchased and its many uses, when an undertaker friend passed his office. He stepped to the door and called the undertaker in to



One of the latest designs in hearses, made by Mitchell & Co., Ingersoll, Ont. The company makes both horse and motor hearses.

look at the truck. The gentleman in black gave it the "once over" and remarked—"It's some truck for the money, but there is one drawback that makes it unsuitable for a hearse—the chain drive is too noisy."

The Irishman looked at the undertaker a bit contemptuously for a moment and then asked—"What the h— is a corpse going to care about a little noise?"

Andrew Carnegie says that one of the greatest marks of genius is the ability of a man to turn the brains of others to his own advantage.

No Better Car Made for the Price

This is the verdict of all who have purchased this funeral car. It is conceded by every funeral director who has seen it to be the lowest priced classy vehicle made in this country. Let us tell you about it and about our other motor cars and hearses.

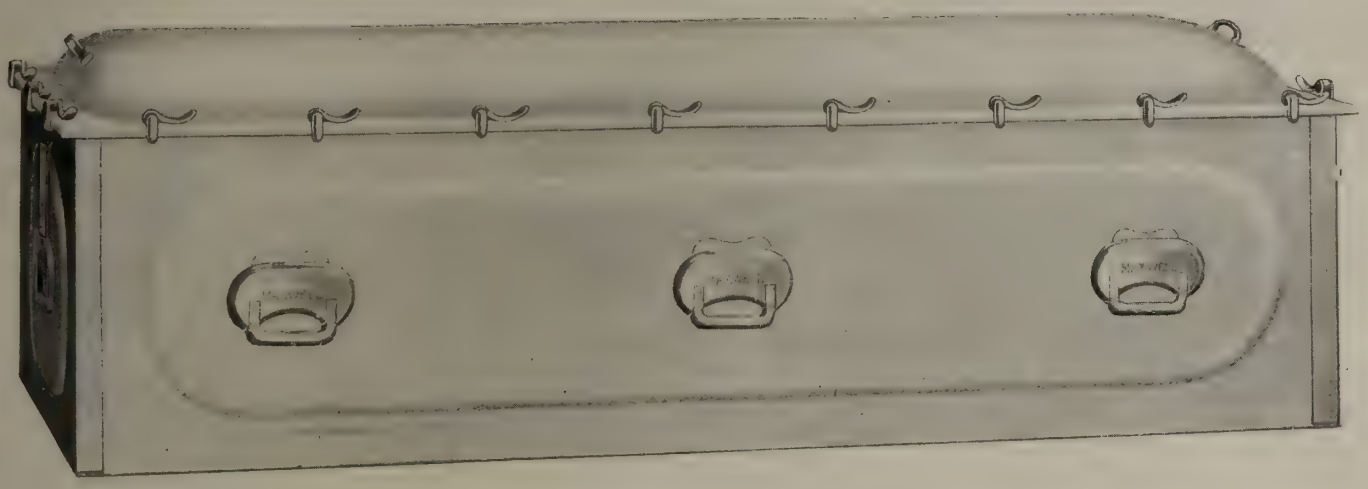
Drop us a card for prices

WM. H. WATTMAN

237 Mutual Street TORONTO, Ontario



Maxwell Sanitary Steel Vaults



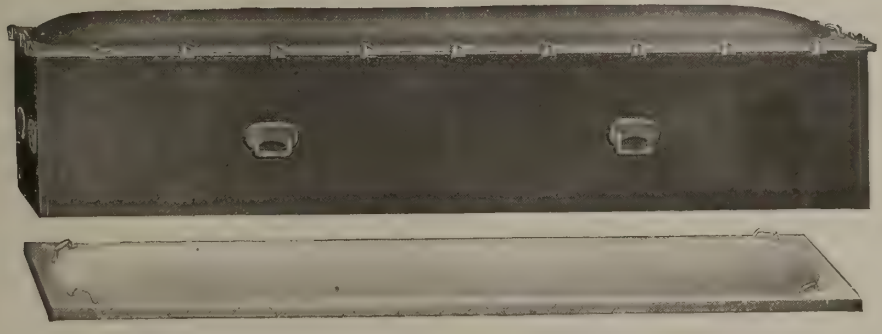
Our Customers are Assured of Superlative Quality and Prompt Delivery.

Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned. Design and Construction Unequaled.

Carried in Stock by All Leading Jobbers.

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $25.00; Without Tray $23.00; Tray Alone $4.00

Sold by all leading jobbers. Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Early Days of the C.E.A.

In recent issues we have been recounting the early history of the Canadian Embalmers' Association. In last issue we gave the first twelve of the By-laws of the Association as published in 1885. Herewith we give another twelve of them. The others will follow:

Article 13. Any member of this Association who shall sell or dispose of his business shall notify the Secretary of same, and he may retain his membership for six months upon the payment of all claims this Association may hold against him. And if he again desires to start business within the jurisdiction of this Association after the expiration of six months he must proceed in every particular as a new member.

Article 14. Any member of this Association who shall sell or dispose of his Undertaking business may transfer his membership to his successor upon a written application to the Secretary, and receiving the endorsation of the Executive Committee.

Article 15. Any members of this Association who shall fail or make an assignment, may retain his membership providing he again starts business in his own name, within three months after such assignment, unless otherwise ordered by the Executive Committee.

Article 16. No member is allowed to hold membership for other than the place in which he resides.

Article 17. An assistant undertaker in the Province of Ontario who shall be possessed of good moral character, and of a good professional understanding of his duties may, on the recommendation of the undertaker or firm, by whom he is employed, themselves members of the Association, become a member of this Association by signing the Constitution and By-Laws, and paying the Membership Fee of two dollars. He shall not be eligible for office or entitled to vote, except as a representative of the firm by whom he is employed.

Article 18. Honorary Membership.—Parties who may live outside of this jurisdiction, and who have rendered valuable services to the profession, may become honorary members upon receiving a two-thirds vote at any regular meeting.

Article 19. No member will be allowed to start a branch or separate store in the Undertaking business, or to remove his business to another city, town, village or county without first obtaining the consent of the Executive Committee, and nearest members, as provided in Article 10 of these By-Laws.

Article 20. All charges, either against members of this Association, or Undertakers doing business in this Province, not members of this Association, must be made in writing; such charges to be delivered to the Secretary, who shall place them in the hands of the proper parties for investigation.

Article 21. Any member of this Association who shall be found guilty of selling, giving away, or not properly disposing of or burying the remains of the dead, or those in authority shall pay for the same, shall be expelled from this Association, after conviction thereof.

Article 22. If in any case a member should be found guilty as hereinafter provided in By-Laws—Article 23—of violating any of the rules or regulations of this Association, he shall be fined, or suspended from membership.

Article 23. Any member of this Association who shall be found guilty of degrading the profession by such un-professional conduct as individually soliciting, or employing parties to secure business, or paying a commission, or agreeing to pay any person to solicit for him, before death, as well as after, or in any way conducting his business on a non-professional basis, which has the tendency to impair the honor of the profession, shall be subject to the penalties of—Article 22—of these By-laws.

Article 24. Any member of this Association who shall be suspended, shall not be countenanced as an Undertaker, and shall be deprived of all the rights and benefits of this Association during suspension.

R. R. LOUDAN WRITES OF HIS VISIT TO CANADA

Readers will no doubt be interested in the following letter written to the editor of the London, Eng., Undertakers Journal, by R. R. Loudan, of Armagh,, Ireland, from Niagara Falls, while on his last visit here:

Dear Mr. Editor,—You will wonder at my writing you from here, but I have been here for five weeks, having a rest.

I am just in from seeing Mr. Morse. He is the leading undertaker and embalmer at the Falls, which on the Canadian side is a city of 18,000 inhabitants. There is a fine training camp here, situated in Victoria Park, and overlooking the Falls.

I was present at Mr. Morse's funeral parlor last week when the body of an Austrian was brought in, who was employed at the Power House and who had been electrocuted. The remains were embalmed and dressed in the usual Canadian custom in full black dress.

I attended the Canadian Embalmers' Convention in Toronto University, which lasted three days. Professor Chas. Dhonau, of Cincinnati, was the lecturer. I also bore congratulations from the Belfast and North of Ireland Undertakers' Association, which was received with demonstration and acknowledged, and I was called upon to reply, which I did, showing our efforts were being crowned with success and helpfulness. I had a very instructive time as Professor Dhonau demonstrated on a cadaver on whom a post mortem examination had been held, proving how a body could be reached by the fluid although the arterial system had been destroyed by the autopsy.

I also visited some of the funeral parlors in the city, especially that of Mr. Harry Ellis, of College Street, Toronto, a most genial man who took every trouble to let me see how matters were carried out in Toronto. In his establishment there is a beautifully fitted up mortuary in which he and his efficient staff carry out all pre-interment arrangements. Then his stock-room is well fitted up with casket presses where beautifully finished works in all woods are placed for inspection.

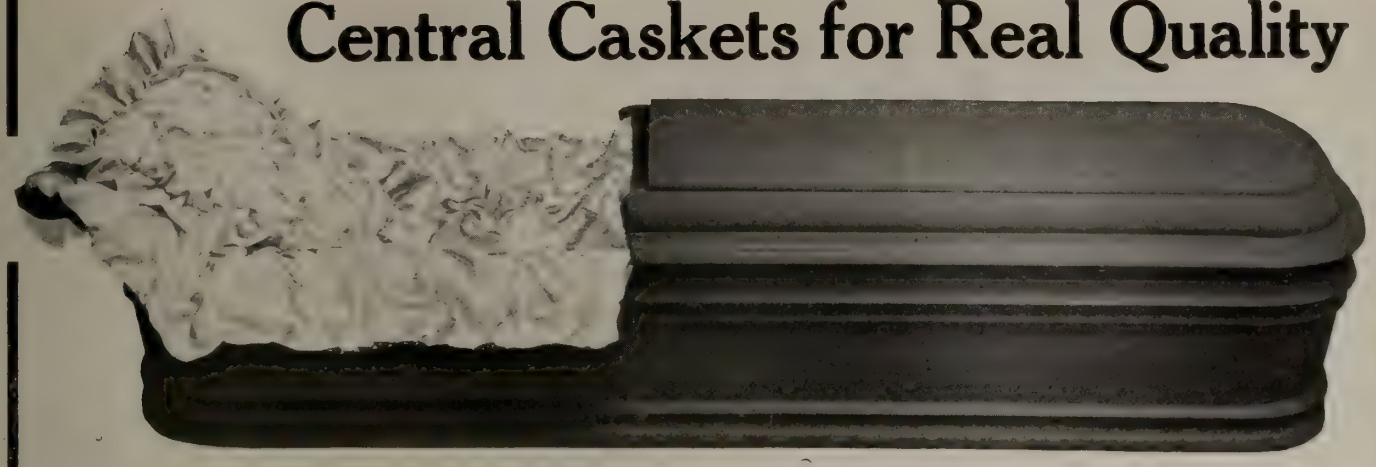
I may say here that motor hearses were in great evidence in Toronto. The horse-drawn vehicles are quickly superseded. The motor hearses here carry no mourners, but only the coffin and attendants. The bodies are carried on silent running chassis and draped to suit the age of the person about to be interred.

The Embalmers' Association is under State control and admitted by law to rank amongst the professions. Professor Dhonau gave us a lecture on Demisurgery, which indeed was very interesting.

R. R. LOUDAN,
(of Armagh, Ireland).

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And it is our quiet conviction that **DIOXIN IS** the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before **DIOXIN** will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

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Science in Operating

By Chas. O. Dhonau

From the Cincinnati College of Embalming and the Pathologic Institute of the Cincinnati General Hospital.

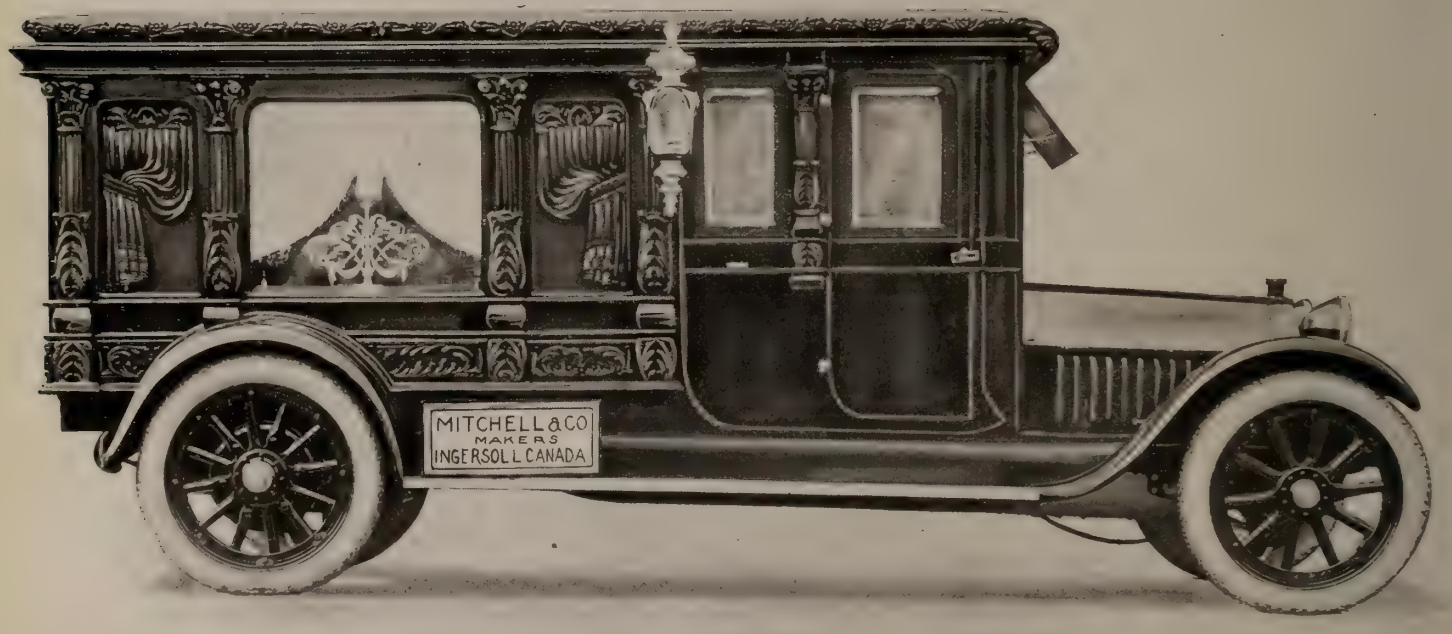
When a man undertakes to be scientific in his work, there are always to be found men who delight in scoffing at such so-called theoretical "stuff." From our knowledge of the type represented by the scoffer, we know that it is simply impossible to expect anything from thm. Just for the sake of argument, however, I should like to have some of these scoffers take advantage of this opportunity to see what science in operating amounts to and what can be accomplished by using the brains we have been given.

Science in embalming helps us in this way: If one condition existing in the body, plus one condition existing in the fluid, produces a third condition in the body, and if it is impossible to change the condition in the body that is partly responsible for the final result, it may be possible to change the fluid and in that way avoid the bad effect. For instance: If a normal 5% standard fluid of extreme acidity produces, when injected into the face, a putty color, because of the effects of an acid formaldehyde action on the tissues and blood, the logical way to prevent such an effect would be to reduce the strength of the fluid that is to pass into the face and use it at half the usual strength. We are not afraid to do this because we know that the preservative action of such a standard fluid is of sufficient strength to allow us to reduce it one-half and continue to obtain satisfactory preservation in the face.

Regardless of what the conditions seem to be in the face, we do not make our treatment for the face the same as our treatment for the balance of the body unless the united conditions call for that. In the injection of the axillary artery, for instance, the weight of the organs lying over the aorta in the chest and abdomen is sufficient to hold back the greater portion of the first 64 ounces of fluid and cause this fluid to pass into the face and into the opposite arm. When we use a capillary wash in the axillary artery, and inject this ahead of the embalming fluid, we know that a certain percentage of said capillary wash passes through the circulation of the face and cleanses the circulation of the blood which when congested in the small vessels of the face produce the blood discolorations.

We use a capillary wash when blood discolorations are present before we begin the injection, and when there seems to be more than a normal amount of blood in the general blood circulation. We use this capillary wash to reduce the viscosity of the blood so that it will move through the small hair-like capillaries with more freedom. We do not use a so-called blood solvent because of its ability to dissolve blood clots because we know that there is no possible way to do this and no so-called blood solvent solution can dissolve blood clots.

(To be continued.)



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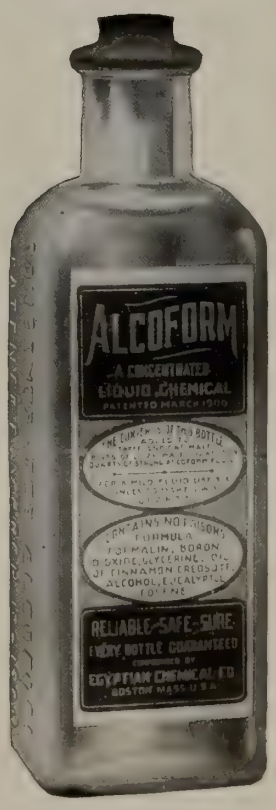
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Vol. 7 No. 5 MAY, 1917

Canadian
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AND THE UNDERTAKER

Published by the Commercial Press, Limited, 32 Colborne Street, Toronto

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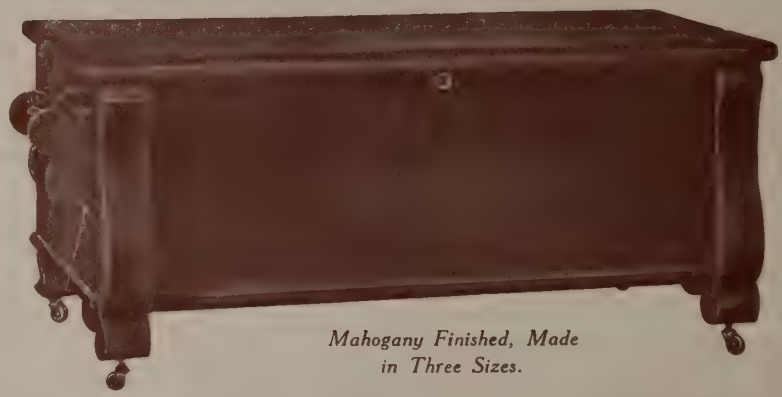
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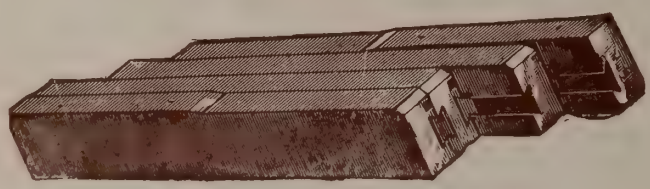
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No. 200½



No. 200½

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PHILLIPS MANUFACTURING CO., LIMITED

TORONTO ONTARIO

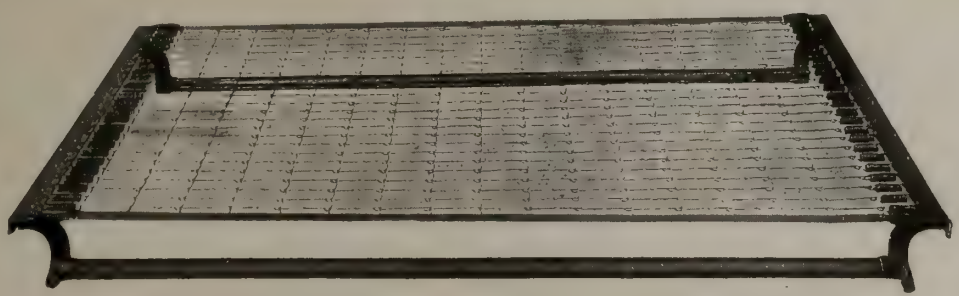


This trade mark on the back of all our copper plated mirrors.

Royal Patent Twin Link Spring

IS THE BEST YOU CAN SELL OR RECOMMEND TO YOUR CUSTOMERS

guaranteed 10 years



unexcelled for quality

The most comfortable, noiseless, and lightest Bed Spring of this character ever devised.

Small mesh openings, longitudinal double wire links of just the proper size for flexibility, resilience, comfort and strength. There are no loose connecting links cross-wise to become displaced and noisy. The straight pull of the twin links on the helical springs means great comfort for both occupants of a double bed, as there can be no sagging whatever. Write for booklet.

The Canadian Feather & Mattress Co., Limited

TORONTO
OTTAWA

TORONTO FURNITURE CO. TORONTO, CAN
T
FTC
F SHOP MARK C

Popular Priced

High Grade

Correct Period

Dining Room

and Bed Room

Furniture

Factories and Showrooms for the trade only Dufferin St. Toronto.



COIL SPRINGS for Real Comfort

"Ah! this is comfortable!" you are apt to say when you sink back luxuriously upon the

Leggett & Platt COIL SPRINGS

You'll find the renowned springs used in every berth of a Pullman car—a fact which proves conclusively their supreme worth. And you'll find them in the bed rooms of the best hotels and the better grades of upholstered furniture.

BEST MADE FOR 30 YEARS

Drop us a line on your business letter head asking for particulars about Leggett and Platt Coil Springs. You'll find these particulars interesting and pointing the way to more profits for you.

Leggett & Platt Spring Bed Company, Limited

Windsor, Ontario

TRADE MARK

Signifies L Quality

Leggett & Platt

DU PONT FABRIKOID

REG. U. S. PAT. OFF.



CRAFTSMAN QUALITY

FOR UPHOLSTERY

PREVALENT conditions in the leather markets make to-day the opportune time for adopting CRAFTSMAN QUALITY FABRIKOID. Such adoption assures an ample supply of covering material of uniform quality. Adopting CRAFTSMAN QUALITY FABRIKOID is not an experimental procedure. Thousands of yards are now on many well-known upholsterers' divans, couches, library and theatre chairs. CRAFTSMAN QUALITY FABRIKOID is distinctive in appearance, impressive to the customer, and is superior in service to much of the so-called leather available to-day.

Upholsterers who have adopted CRAFTSMAN QUALITY FABRIKOID are increasing their orders and using it to displace the costlier but poorer quality of leather.

ASK FOR SAMPLES OF CRAFTSMAN QUALITY FABRIKOID. WRITE TO-DAY

Du Pont Fabrikoid Co.

Wilmington, Del.
Toronto, Ont.

FACTORIES: Newburgh, N.Y.
Fairfield, Conn. Toronto, Ont.



CRAFTSMAN QUALITY U-2 GRAIN TOUGH FINISH



No. 9530

Louis XVI

AN EXQUISITE CREATION IN WALNUT, AND FULLY UP TO OUR STANDARD OF QUALITY

THIS IS A TRUE REPRODUCTION OF THIS PERIOD AND ONE YOU WILL BE PROUD TO SHOW TO YOUR CUSTOMERS.

WRITE US FOR PRICES



Remember

our Permanent Wholesale Showrooms at

136-140 King St. East, Toronto

are open all the year around and afford the dealer with a prospective customer every opportunity to make a sale.

When in Toronto make our Showrooms your headquarters.

FACTORIES :
WOODSTOCK
KITCHENER
WATERLOO
SEAFORTH

CANADA FURNITURE MANUFACTURERS LIMITED

GENERAL OFFICES : WOODSTOCK, ONT.

WHOLESALE SHOWROOMS : TORONTO WINNIPEG

FACTORIES :
WINGHAM
WALKERTON
WIARTON

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited
Owen Sound Ontario

Manufacturers of Medium and High Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application

GREEN TOW

A small quantity of Green Tow of good quality now available, for upholstering purposes.

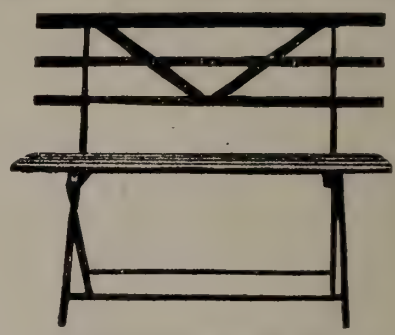
Quotations on application, by letter; first come, first served. Other lots will be made later, and applications not satisfied now will be fyled for notification as supplies are available.

A. L. McCREDIE
Flax Mill St. Marys, Ont.

STERILIZED POLISHING RAGS AND CHEESE CLOTH
ADE 760
E. PULLAN

20 MAUD STREET TORONTO

Now is the right time to sell Garden Seats



AGENTS
West
T. A. Corley & Son
Winnipeg
Ontario
W. G. Grant
Toronto
Quebec
J. Pouliot
Montreal
British Colonies
Dominion Exporters, Ltd
Montreal, etc.
Order at once from

J. E. BEAUCHAMP & CO. Mfrs. Montreal

OUR NEW LINE

Eight Pictures of Historic Interest in France and Belgium

Courtrai—Ypres—Malines—Dixmunde—Ghent—Bruges—Antwerp

On sale by

THE BIG CANADIAN MOULDING HOUSE

MATTHEWS BROS., LIMITED

788 DUNDAS STREET TORONTO, CANADA



A request will bring a copy of our booklet with a full description of the entire line.

Orders Still Piling Up

Whether it is owing to the all-round usefulness of the Elite Folding Table, or because of its moderate price or, what is probable, a combination of the two, the orders we get with each mail indicate that the

ELITE FOLDING TABLE

together with the Peerless (round top) Folding Table are selling like hot cakes. In consequence, our factory staff is kept on the jump, and though we are shipping orders with little or no delay, we would appreciate your letting us have a list of your wants as early as possible.

Hourd & Co., Limited *Sole Licensees and Manufacturers* Dept. 'W' LONDON

Announcement

The Berlin Office and Fixture Company begs to inform the trade that owing to the feeling of resentment against the name "Berlin," they have decided to change their name to "Art Furniture Company, Limited." ¶ We offer the assurance with this announcement, of our continuance in the manufacture of Library Tables in quartered and plain oak, also medium grade bedroom furniture in period designs, and will add, from time to time, new designs in keeping with the changing demands and latest development in furniture making. ¶ Coupled with the making of good furniture is service, and we have put forth every effort to make this not only a by-word in our establishment but a rock on which we are building our success. We ask your patronage.

ART FURNITURE COMPANY LIMITED - KITCHENER - ONT.

formerly Berlin Office & Fixture Co.

Why This Sulky is the Season's Best Seller



3 Position Back

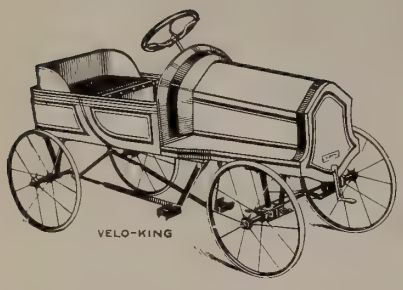
Folding Footwell, Cover and Seat Combined, Makes a 35in. bed

A REAL 2-Wheeled Carriage

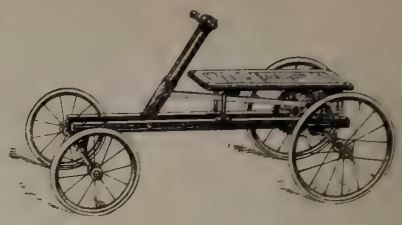
As long as you offer a woman any old sulky, any dealer is likely to make the sale. But when you show her a sulky with features found on no other sulky, chances are you have made a sale right then and there. The sulky here illustrated has a double seat which folds to form a long bed; it has a three-position back, large hood; Sidway three-piece steel wheels.

Write for details of this feature line.

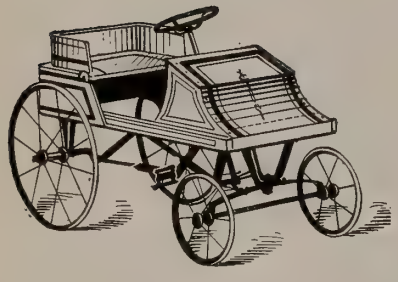
SIDWAY MERCANTILE CO., *Permanent Exhibit:* 215 VICTORIA ST. **TORONTO**



VEHICLES for Children



for immediate shipment from stock



Velocipedes
Hand Cars
Steel Wagons
Garden Barrows
Tricycles
Automobiles
Bicycles

Write for Catalogue and price list





The Dominion Toy Mfg. Co., Limited

Manufacturers and Distributors

60 Front Street West, Toronto



The Gold Medal Line

SPRING TIME IS BED SPRING TIME

We are extremely busy in our Bedding Department and dealers are advised to anticipate their requirements ahead so as to avoid delay and disappointment in deliveries.

HERCULES

REGISTERED

BED SPRINGS



Many years of test has put the stamp of public favor and confidence on the celebrated guaranteed

"HERCULES"

(Reg. Trade Mark)

"PURITY"
(Registered)
Mixed Mattresses and White Cotton Mattress.

"Gold Medal" Felt Mattresses



Manufacturers of Parlor and Living Room Furniture

The Gold Medal Furniture Mfg. Co.

Limited

Head Office : Van Horne St., Toronto *Factories also at* Montreal, Winnipeg and Uxbridge



No. 198 Suite in plain oak, polished

Colonial Dining Room Furniture

is always staple

NEW styles or reproductions are constantly being introduced and many of them die young. But the good old Bandsawed Colonial pattern seems to be here to stay. No furniture stock, in village, town or city is complete without a representation of this period.

Our catalogue shows some first rate patterns in *Elm, Empire Mahogany, Plain Oak and Quartered Oak*, ranging in prices from $45.90 to $83.90 for a nine-piece suite.

YOUR ORDERS WILL RECEIVE PROMPT ATTENTION WHETHER THEY COME BY MAIL OR THROUGH OUR TRAVELLERS.

THE KNECHTEL FURNITURE CO. LIMITED

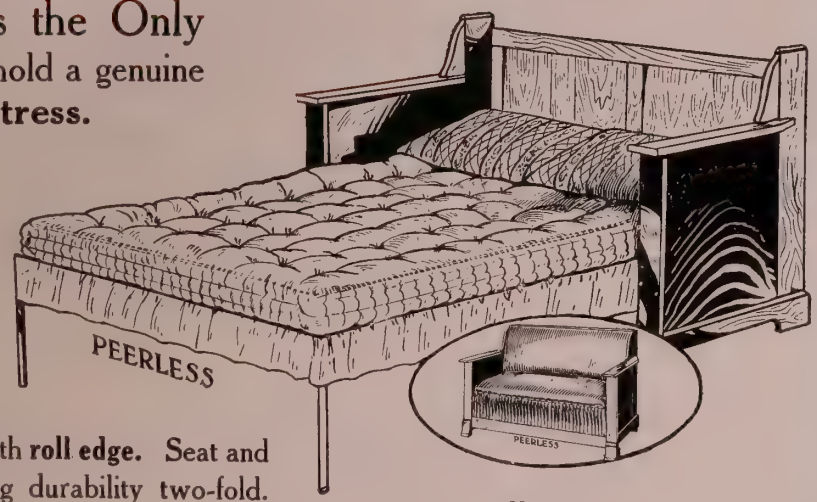
HANOVER ONTARIO

PEERLESS Divanettes

The *Peerless* bed is the Only Divanette made that will hold a genuine **full-sized layer felt mattress.**

It is the only Divanette made that can be opened up with **one continuous movement.**

It is the **simplest** operating sofa bed yet invented as there are no **latches** or **catches** to confuse.

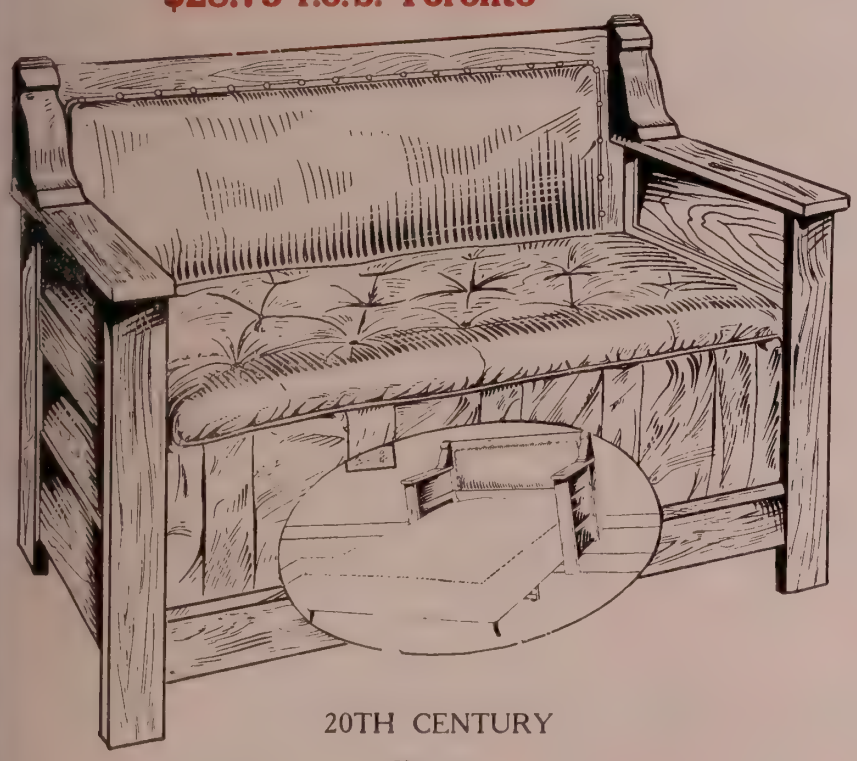


No. 102

It has a **comfortable spring seat** with **roll edge.** Seat and Back all **hand-upholstered**, making durability two-fold.

Our 102 (as cut) complete with above styled mattress; Covering, Art Leatherette; Solid Oak Frame.

$28.75 f.o.b. Toronto



20TH CENTURY

No. 81

The

20th Century

is the

Lowest Priced Divanette

on the market to-day

It has a very soft **spring seat** and **edge** and can be opened into a **full-sized comfortable** bed by one operation.

The Body construction is entirely of steel, with link fabric spring, solid oak frames.

Upholstered in good quality Art Leatherette.

As cut, complete with thick pad-mattress

$23.75 f.o.b. Toronto

When selling the ***Peerless Make*** your customers are assured of getting **real comfort** and **absolute satisfaction.**

Every bed is ***guaranteed.*** Write for complete price list.

MANUFACTURED BY

SANITARY BEDDING CO., LIMITED

191 - 193 QUEEN STREET EAST, TORONTO



A War Time Message to Columbia Dealers

Here is **one** business that cannot be disturbed by upset general business conditions—a business that goes on and prospers and produces a steady, increasing profit for the dealer, regardless of what happens in Wall Street or abroad.

It is an established principle that in times of stress people want the relief and forgetfulness of the sort of amusement Columbia offers more than in normal times—and Columbia dealers have learned to know what even "normal demand" for Columbia product means in assurance of profits and prosperity.

One thing is clear: you are in a fine business, a **stable** business, a business that has a big future and no fears, when you are selling Columbia products.

Columbia Graphophone Co.

Factory and Headquarters **Toronto Canada**

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

D. O. McKINNON
GENERAL MANAGER

JAMES O'HAGAN
EDITOR

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

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Some Practical Suggestions from a Village Dealer

Dealer in small town outlines some methods that work for larger sales and greater profits.

By A STAFF EDITOR

A VILLAGE dealer whom the editor of The Canadian Furniture World recently interviewed, gave a number of hints and suggestions that will no doubt prove of interest and value to others.

This dealer makes a practice of carefully checking up freight bills, express charges, invoices and statements, and has found it well worth while. He keeps a book in which a record is made of overcharges and shorts.

In this book this dealer also makes a note of any instances where the price charged is higher than that he was quoted. If the goods were bought through the traveller, he takes it up with him when he calls again, while if they were ordered direct, he immediately writes the firm in regard to the overcharge. He finds this another feature of invoices worth checking up.

Another means of saving money that this dealer advocates, is by taking advantage of discounts. He showed the writer a statement of a manufacturer who offered 2 per cent. discount for immediate payment or 30 days net. He was taking advantage of the discount. Two per cent. for 30 days is equal to 24 per cent. a year, certainly a worth while interest on money as compared with 3 per cent. which would be received if left in the bank.

It is realized that money is worth money. For this reason, whenever he has an account with a customer who is "good," but has not the ready money to straighten out his bill, he gets a promissory note from him, bearing interest. Notes are put into the bank for collection, as it has been found that the average man when notified by the bank, is more inclined to give the matter attention. Realizing this, he frequently gets "bad-pay" customers to give him short term notes for their accounts. These notes are put into the bank for collection, and receiving notice from that institution, a customer will frequently make payment when he would not do so to the store.

Believes in Newspaper and Calendar Advertising

This dealer is a firm believer in the motto that it pays to advertise. He uses space regularly in the local paper, and traces quite a few enquiries to this advertising. He also realizes that there is bound to be a good deal of value received of which he will have no knowledge. There is a cumulative value to advertising that cannot be measured, while customers do not often mention the fact that they have been attracted by the store's ad.

He believes that for the dealer in the small town that calendar advertising is profitable. Customers appreciate the gift of a calendar, especially if it is a pretty good one that will serve as a decoration for their home. He always gets a fairly good one and of a fair size. And he believes in having enough to give one to every regular customer as well as any others who apply for one. A customer feels slighted if he or she is neglected.

The Late-Invoice Difficulty

Like many other merchants, this dealer has had considerable trouble from invoices not coming along from the manufacturers until some time after the goods are received. In these days when prices are frequently changing, this is particularly bad for the dealer, for he often has to open up the goods and sell them before the invoice comes along. Of course, such goods are generally sold on the old basis, and if there has been any upward movement in price, he is the loser. In addition, the dealer needs his invoice in order to check up incoming shipments. This dealer advocates merchants who have trouble in this regard to write to the offending manufacturers, impressing on them the need of having invoices sent promptly.

This dealer believes that the travelling salesman is entitled to a courteous reception. He believes in allowing them to state what they have to offer and sizing up their proposition on its merits. He does not confine his purchases to any certain houses, but if he gets a good offer from a house that he has not been dealing with, he takes it up.

THE wide-awake dealer in the furniture selling game looking for arguments to stimulate his business should first consider the character of the article and find out how its sales were distributed throughout the year. I believe the thinking man will agree with me that no commodity in the furniture line, be it ever so staple, sells alike in each of the twelve months. Seek out the goods that are timely and seasonable and then plan how you can increase their sale during the summer months.

Selling Electric Washing Machines on Installment Plan

How to begin—Make offer to prospective buyers—
Business worth cultivating—Big profit for dealers.

Every season there is some new phase in the electrical supply business that can profitably be put into practice by any dealer who takes the time to study the new methods as used by others in the same line of business.

A large number of live dealers throughout the country are selling electric washers and vacuum cleaners on the installment plan. However, many dealers think that selling on the installment plan requires a considerable amount of surplus cash. But this is not the case. In fact, if the dealer can buy and pay for two electric washers, he can buy and sell a hundred without an additional investment, and this article will tell how it can be done.

Another big mistake made by many furniture dealers is that they try to sell high-priced articles only to those who can afford to pay cash for the article at the time of purchase. They do not realize that for every customer who can pay cash for a $100 machine there are a dozen who would be willing to buy on the installment plan.

In every community there are many families who would appreciate doing their washing by electricity, but they do not feel that they can dig down into their pockets and pay out $100 at one time without greatly inconveniencing themselves. Perhaps some of the very customers you have been trying to sell an electric washer on the cash basis would be glad to buy the washer if you offered to sell it with an initial payment of anywhere from $5 to $25 and the balance at the rate of $5 per month. This class of customers, as a rule, do not want to ask the dealer to sell a machine on the installment basis, but if the offer came from the dealer they would be very apt to accept the proposition, even if asked to pay $5 more than the cash price. And there should be a slight increase in price when a machine is sold on the installment basis, for otherwise there would be no incentive for paying cash.

Suppose an electric washer costs about $65 and is sold for $100. If the machine was sold for $15 down and the balance in monthly installments of $5, it means an investment of $50.

To simply sell a machine on this basis and then take the customer's word for it that he will pay $5 a month until the entire amount was paid is poor business. There would be no protection, no real hold on the customer or machine, in the event he could not keep up his payments. The method that should be used when making a sale on the installment plan is to secure yourself by a note from the purchaser and a mortgage on the machine, giving the customer a bill of sale when the last payment is made. Some dealers take a single note for the entire amount and then credit the customer with the monthly payments as they are made. This is a fairly good method, but there is an even better one. Instead of taking a single note for the entire payments due, it is better to take a series of notes, one for every month, so that every time a payment is made the note due that month can be returned.

There is another great advantage to this method. If the customer is reliable, and he should be, then the notes and mortgage can be taken to the local bank and money borrowed on them, or the notes can be sold to the bank at a slight discount. In this event, the customer can make the monthly payments directly to the bank. This process can be repeated a hundred times, if that many machines can be sold on the installment plan, and no greater investment will be required than the money paid for machines at the time of the original purchase. The wide-awake dealer protects himself fully when a machine is on the installment plan, and, if fully protected by notes and mortgage, no trouble will be had in getting the cash from the local banker.

It can be readily seen that it does not require a large investment in order to sell a hundred machines on this plan. As installment sales are becoming more and more popular every day, it is to the dealer's advantage to seek prospective buyers who can afford to buy machines on this basis—and that means practically every family where electricity is used in the home.

In every community there are hundreds of householders that should be doing their washing by electricity. It requires a little pluck and hustling to make these sales, but some dealer is sure to get this business sooner or later, and it is pretty safe to say that the first man in the field will reap the biggest rewards. He will have so great an advantage over the other fellow that it will be hard for any dealer to overcome the publicity and prestige gained by the dealer, after once he has a good start.

The secret of financial success is in doing those things that will increase business and leave a sure profit. Book accounts are hard to turn into cash, as many dealers have found to their sorrow. But when the dealer has a customer's note or notes, backed up by a mortgage on the article sold, it is almost as good as cash. Some customers may object to giving from 10 to 20 notes for $5, plus the mortgage, in payment for a washer, but these are very few and usually can be made to see the dealers's side of the transaction. He can explain to the customer that if it were not for the notes and mortgage, sales could not be made on time payments. This will usually do away with any objection a customer might have. It is a particularly good excuse to give to the man who claims to be absolutely honest and is good for several times the amount of the total purchase price of the machine.

Installment selling means a big profit to the dealer, but he must set a standard by which he is absolutely protected. And he must live up to this standard. If one customer is favored, others are apt to hear about it and will ask for the same terms. If one sort of an agreement is made with one customer and another with the next one, there will be no set standard by which to govern sales.

The furniture dealer who makes the biggest success of his business is the one who is not afraid to demand his rights—and fully protecting himself is not only his right, but his duty, both to himself and to the wholesalers and manufacturers who sell goods on credit—on their confidence in his business judgment, honesty and integrity.

Possible Employer—"H'm! so you want a job, eh? Do you ever tell lies?"

Applicant—"No, sir, but I kin learn."

Making the Window Pull Trade

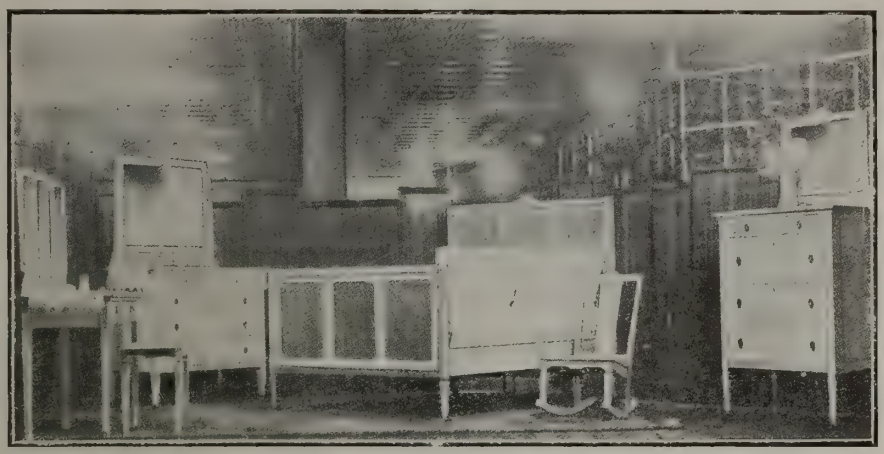


Illustration shows simple but effective display of bedroom suite in small town dealer's window.

Eliminating the guesswork in any business means the concentration in effort that puts the punch in the results. Wasted effort is the worst leak in modern business. The man who knows and goes about his job with a definite proposition in view, not only saves his time, his labor, but very often produces exactly the results for which he is striving.

The window dresser who gathers up miscellaneous odds and ends of stock, crams them in and then wonders why his window doesn't make sales, is the man who has not taken the trouble to acquaint himself with those features which render store windows attractive.

The art of dressing attractively the furniture store window is not difficult to acquire. Just as a pictorial artist considers his space which he has at his disposal, so the first thing to do is to study carefully your own window space.

In a large number of cases the size of the window itself, its cubical contents, eliminates the possibility of certain styles of window dressing. In the large window most anything or everything is possible in the way of displays. It is the man with the moderate-sized or small window who usually is puzzled to know how to get the most out of it.

ANALYZE YOUR WINDOW POSSIBILITIES

Are you on good speaking terms with your show window? Are you thoroughly acquainted with it and its possibilities for your welfare? And, through a keen understanding of the opportunities, are you really on friendly terms with your show window? are questions asked by a retailer in The Merchants Record and Show Window.

If you cannot answer these questions with a decided affirmative, you are overlooking your one best bet; you are slighting your best representative, your best salesman. Whatever you may do otherwise, do not fail in appreciation of the show window with its long hours of service, long hours of exploiting your merchandise and the values you have to offer, hours that begin before the store is opened and continue long after closing time. Surely this is service that should be appreciated.

That the show window is a powerful selling agent has been demonstrated so fully and so thoroughly that there can be no further question on that point. Any merchant who has been successful in a broad sense, who has been the means of building up a big retail business, will vouch for the value and efficiency of the show window.

When money is wasted on window display, the fault lies with the methods employed and not with the window itself.

The merchant who wastes money on his windows is one who is not really acquainted with his show windows and their possibilities and requirements. The acquaintance with the show window and a friendly understanding of it must be established as any other acquaintance would be—the window must be studied carefully so that its greatest possibilities may be developed to the utmost.

A good idea backed by a little money will generally accomplish much more than a lot of money when the idea is lacking.

AN ADVANTAGE OF SMALL WINDOW

There is such a thing as having a window too deep, with the result that people do not look at the goods at the rear. This has been proved by actual observation in departmental stores, but it is not a very common fault in small stores. The trouble is generally directly the contrary—the windows are not deep enough.

A complaint is sometimes made by clerks that the windows they have to work on are not large enough. With the small store this is not always a misfortune, as it allows a display to be devoted to one single line. The value of devoting a display to one line is so great that some trimmers divide their large windows into two sections by means of a neat, attractive dividing ledge.

Spend a Little in Fixtures and Decorations

A little money spent in decorations and fixtures for the window will be found a good investment in the great improvement that a few fixtures or decorations make. A little tissue paper or velvet-draped pedestal or other small feature may be the "something" that will set off the display and greatly increase its pulling value.

Too many window displays that are otherwise good fall down when it comes to the background. The rear should be built up in keeping with the display. If the goods cannot be used for this purpose a background of a decorative nature can be arranged to advantage.

The trimmer should constantly keep his eye on other stores and notice what they are doing in the way of display. Even a store smaller than yours may have an idea of value or one that you can enlarge on with good results.

Metal Beds in China and the East

Iron, brass and enamelled bedsteads, says J. W. Ross, Canadian Trade Commissioner at Shanghai, China, have been imported into the markets of China in varying quantities for a considerable number of years. In 1912 these imports were valued at $72,471; in 1913, $151,051; in 1914, $138,249; and in 1915, $85,400. Most of these were sent from Great Britain, though the United States, and Japan sent in a few.

Comparing the figures of quantities and values, attention should be called to the comparative low cost of each bed—about $6.50. Great Britain, with its capacity for turning out articles of this class at a low price, has always been able to secure the great bulk of this trade, while Germany, Austria, Belgium and France have evidently not been able to compete, and the United States and Japan only to a limited extent.

The lessons then to be drawn from the returns are that this market demands a low priced article, and the elaborate and highly ornamental and expensive beds have only a limited sale. It is necessary to point out how very important it is that every sleeping room should be protected against mosquitoes and other insects throughout all eastern countries. Mosquitoes are present everywhere, many being of the malaria species, consequently for several months of the year in all parts of China a mosquito net on one's bed is indispensable, and in other portions of the East it will be required the year round. In India, where all kinds of creeping things abound the legs of the beds are made to stand in shallow tins of kerosene, in order to prevent insects from crawling onto the sleeper.

Therefore a large portion of the low and medium priced iron beds which are sold in the East are provided with frames upon which to attach the nets. In the case of the more expensive brass and enamelled beds for use in the better class of houses, the mosquito net is arranged in the form of a tent, which is attached to the ceiling of the room over the bed. Mosquito nets are drawn aside in the daytime, but must be let down and carefully tucked in about the bed before the lights are lit at nightfall.

The Chinese domestic bed is not a very sanitary affair, and it is to be observed that many of the better class of native houses are more and more being furnished with foreign beds. An increased demand will also be created in the furnishing of Chinese hotels. In almost every city of importance, new Chinese hotels are being opened; those hotels are semi-foreign in character, and are mostly furnished with foreign iron beds. The demand for beds of this character will not by any means be confined to China, but will be experienced in all the markets of the East, with the possible exception of Japan, where all the people sleep on the extremely clean matting of the floor.

The beds which will meet with the largest sale must be cheap in price but strong, and as ornamental as the price will allow. A much more limited demand will also always exist in these markets for the higher priced and more elaborate styles, for sale to weathy natives and foreigners. The market for hospital and school beds in all eastern countries should soon become of much importance, with the opening up of many such institutions in different portions of these countries.

HARD ROW FOR CANADIAN METAL BEDS

Bedstead manufacturers in Canada, reports J. E. Ray, Canadian Trade Commissioner at Birmingham, England, have recently requested information regarding the possibility of exporting to the United Kingdom. It may be stated that Birmingham is a most important centre for the manufacture of bedsteads, and prices have been so low in normal times that even Germany and the United States were unable to obtain a footing in the British market for completed bedsteads.

There is an impression that Canadian manufacturers might possibly compete with home and imported bedsteads at the present time when prices are 100 per cent. higher than they were before the war, but it is generally admitted that cost of transport together with the additional cost of manufacture in Canada would leave only a small margin of profit, if any.

SIBERIA WANTS METAL BEDS

Particulars regarding the market in Siberia for metallic bedsteads have been forwarded to the Department of Trade and Commerce at Ottawa, by L. D. Wilgress, the Canadian Trade Commissioner at Omsk. It would appear that there is an opening in that territory for the sale of low-priced iron bedsteads, which were previously imported in considerable quantities from Germany. Although wood is plentiful and cheap in Siberia, the Russians have a preference for bedsteads of metal, when such are obtainable at reasonable prices. The bedstead having the largest sale is a common iron bedstead, plainly but strongly finished and fitted with iron bands instead of the spring net common on beds of the American type. The retail prices of such beds in Western Siberia before the war ranged from 78 to 20 roubles. There was only a limited sale, confined to the larger towns, or higher-priced bedsteads of a more elaborate nature. At the present time stocks of all kinds of beds are very low and high prices are being asked. A limited supply is being obtained from Finland, but apart from this imports have practically ceased. The territory of Eastern Siberia with Vladivostok as the distributing centre presents better opportunities for the sale of metallic bedsteads of Canadian manufacture than does Western Siberia, which is nearer the European sources of supply. Canadian producers of metallic bedsteads may obtain the names of firms distributing this line in Siberia on application to the Department of Trade and Commerce, Ottawa.

EVADING SANITARY MATTRESS LAW IN OHIO

Furniture dealers in Ohio, who felt that they were safe under the mattress inspection law from the tactics of unprincipled second-hand dealers find a new problem confronting them in the trick now being employed by these dealers to evade the law. The state inspector reports that would-be evaders of the law now are "giving away" the mattresses, "selling" only the bedstead and springs. In the six months ending December 31 last, the state authorities destroyed more than 2,000 mattresses.

The Maydwell Mfg. Co., makers of bed springs, Toronto, has been taken over by The S. and D. Mfg. Co., also makers of a similar line. The latter company, of which A. H. Saunders and J. J. Dandy are proprietors, will operate the Maydwell plant, making their own as well as continuing the Maydwell lines.

Some Sensible Views on Advertising

Does not pull big business immediately—Works slowly but surely — Some hints on advertising.

MANY dealers expect advertising to work wonders. It will not do this. It pulls but it pulls only slowly and gradually. What makes it seem to pull slowly sometimes is that all returns cannot be measured. Dealers frequently benefit from advertising when they don't know it.

One "Splurge" Does Not Work Wonders

Some dealers appear to think that one "splurge" in advertising will upset the established habits and customs of the folks in his territory, who, he supposes, will come a-hurrying to him, all of them, to buy from him everything they need henceforth, right away quick and always thereafter. This is not the way advertising works. Even a child knows that, and that some dealers do expect it, only exposes them as children in business, and infants in the gentle art of understanding human nature. When all is said and done, it will be found that the greatest lesson in advertising and the only one that counts, is the ability to be human and to understand human nature.

Because dealers often expect the impossible is, therefore, the reason why their business is not so profitable as it should be. This whole science of advertising is so simple a matter of commonsense, that its very simplicity is keeping away hundreds of dollars from the till of many retailers every year.

A Sensible View of Advertising

Now, to get down to the concrete, the practical, the sensible: When a dealer starts in business, he must set aside a certain sum of money to pay his rent, his taxes, his light and fuel bills, his living expenses, his insurance and so on; and whether this money is appropriated for such a budget out of money in the bank or out of the profits, makes no difference whatever; it must be on hand every so often, and promptly at that. Notwithstanding the fact that these expenses are necessary ones in the conduct of the business, they do not bring any direct financial returns.

Why, therefore, would it not be the height of good business sense, to add another item of expense to this budget, if, as is fair to assume, it would actually make the business grow and thus make easier the paying of the budget; if it would, in fact turn an expense into receipt, in conformity with that old adage that chickens come home to roost? The item of advertising will do it. If a dealer can afford only twenty-four dollars as his yearly advertising appropriation, then let it be twenty-four dollars, but spent wisely, dividing it into twelve equal instalments (monthly) and spending two dollars each month. This will secure that one great desideratum in advertising, constancy, or keeping perpetually at it, which is so essential to success.

The advertising retailer should get the idea of constancy, of perpetual effort, before him in plain sight and keep it there. The old proverb to the effect that the constant dropping of water will wear away the hardest rock is peculiarly appropriate, and nothing better or more truly illustrates the fruitfulness of advertising. The two dollars' worth of advertising of the retailer should drop onto his customers every month, and the natural laws that govern human nature and human nature's moods will return that two dollars to the dealer many times in the months to come. It never fails.

SOME GOOD THOUGHTS ON ADVERTISING

By A Dealer

I want to say a word or two about advertising. Does it pay? If judiciously done, yes. Otherwise, no. I believe from observation that there are vast sums of money wasted every year in poor advertising. Every time I make a trip into the country I am astounded at the expensive advertisements adorning hotel registers, clocks, writing tables, pool rooms, and other places not frequented by the public who read advertisements. I pick up the local country paper and I see goods advertised out of season. You might as well throw your money in the fire as to buy and pay for unseasonable advertising. It is worse than useless. I believe in advertising, and I recommend that you not only buy it, but use it judiciously to advertise seasonable lines. Change your advertisements in every issue of the newspaper you are using, and always have something new and seasonable to present to the public. I realize that your copy must be home-made, but with careful thought you can make it readable and attractive and productive of results.

I recommend that in place of spending money on hotel and pool room advertising, that you procure from a good sign writer descriptive price cards, snappy and attractive, and attach them to all displayed goods, thereby riveting the attention of the customer, and resulting not only in more sales, but in quicker sales, as they help to expedite the customers' choice. I think with judicious advertising, coupled with the big element of local ownership and tact, with well dressed windows, and a cleanly, well assorted stock, you can make your store the most attractive, hospitable and serviceable public place in the community, and from within yourselves create a bulwark of protection against which the assaults of the mail order houses will be impotent and futile.

ADVERTISING SIDE LIGHTS

Advertising is the fine art of drawing attention to yourself and wares through the use of cold paper and black type. If your advertising, in general appearance, resembles all the other advertising done in your locality, if it is a general jumble of badly arranged type faces and unattractive, the chances are you have never found advertising very successful.

Do not imagine everybody knows you and your store—that you are so well known that there is no need to advertise. Your competitor will be much better known than you if you do not adopt modern methods and advertise.

Do not think that advertising is simply a hit-or-miss affair. The right kind of publicity pulls business and if you pay for an ad. that brings results, it is much better than filling your space with "copy" that does no good.

Canadian Furniture World

TORONTO MAY 1917 CANADA

A Business Commission

It is to be hoped that the Government will see its way clear to the appointment of a permanent board for the purpose of dealing with matters appertaining to the producing and distributing interests of the country as requested by the deputation which waited upon the Minister of Trade and Commerce some little time ago.

The need of such a board has long been recognized by the business interests of the country. Its need today is greater than it ever was. And it will be greater still when the war ceases and the consequent readjustment of business takes place.

The time has therefore arrived when prompt action should be taken.

It took a long time to persuade Parliament to provide the necessary legislation authorizing the appointment of the Board of Railway Commissioners. As it is desired that the board to deal with business matters should be similarly constituted there ought not to be much educational work to be done either among members of the Government or among members of Parliament, particularly when the great value which the Railway Board is to the business interests of the country is taken into consideration.

Apparently the Minister of Trade and Commerce has an open mind upon the question. At any rate that is the inference we draw from the fact that when the deputation waited upon him the other day, he requested that practical suggestions be placed before him as to the duties of the proposed board. There should be no delay in preparing and submitting these suggestions.

If a store misrepresents just one particular point, how is one to know where the lie stops?

The Men for the Commission

Those who are engaged in promoting the establishment of a board to deal with matters appertaining to the producing and distribution branches of the country's business should endeavor to have it given powers just as broad and extensive as those which were delegated to the Railway Board. It should also be seen that when the board is being constructed that those appointed to its membership are practical and farseeing men, for the subjects that must necessarily come before it will often demand the thought and consideration which only such men are competent to give.

Unless the board is composed of practical, farseeing and experienced men, and not politicians, it will be a failure and not a success. Its value, in fact, will depend more upon its ability to deal with large and complex business matters than upon the powers that may be delegated to it, important and all as these powers will necessarily be.

The proposal to establish such a board as that suggested should strongly appeal to the Minister of Trade and Commerce, for its value to him in an advisory capacity would undoubtedly be very great. It is therefore to his personal advantage that it should be brought into existence at the earliest possible moment.

Exaggerated advertising, even if only 10 per cent. misleading, is the poorest sort of an investment.

Failures from Inadequate Capital

When a man starts into business on his own account it is very necessary that the capital he has on hand is commensurate to its requirements. How necessary this is is evident from the fact that lack of capital was the most prolific single cause of failure in Canada last year.

Out of a total of 1,772 failures from all causes, no less than 689, or nearly forty per cent., are ascribed by the agencies to lack of capital. Among the other causes which led to failure there were none contributed anything like as high a percentage. Incompetence, for example, only contributed a little over thirteen per cent. As far as failures from lack of capital were concerned Canada made a worse showing than the United States by over 8½ per cent.

Just the amount of capital a man should have on starting into business no one but himself can very well decide, for there are other determining factors beside that of the extent of the stock to be taken into consideration. Both the character of the business and the method of conducting it have much to do in determining the necessary amount. Some men in the same line of business in the same town will do even better on, say a three thousand dollar capital than others with four or five thousand dollars. The former is of course usually the man who closely looks after his collections, and by progressive and modern methods turns his stock over more frequently during the year.

If special lines are prominently displayed in the front of the store your sales will be largely increased.

Using Notes to Collect Bills

The local bank is held in respect by the average individual. He does not wish the officials of that institution to have a bad opinion of his desire or ability to meet his obligations. This fact has been used to advantage by a dealer by getting notes from delinquent debtors and placing them in the local bank for collection. A notice from the bank that his note is due is likely to be given more attention than if such a notice was given by the merchant himself. The dealer in question, has found that debtors will frequently pay in this way, whereas no amount of other effort would have any effect on them.

Other merchants may find the plan of advantage. It means interest for the dealer on the amount of his notes, too.

Grievances of Canadian Retail Furniture Dealers

Some matters of variance which trade think should be remedied—Shipping weights — Uniform colorings—Mail order competition — Special discounts.

IN forming the Ontario Retail Furniture Dealers' Association as a branch of the Retail Merchants' Association it was felt that there were some trade matters at variance between dealers, wholesalers and manufacturers which through mutual consideration and conference might be remedied. Some of these matters were mentioned at the recent convention of dealers held in Toronto; some others were touched upon in correspondence to the secretary; and all of them were subjects of conference between the members of the executive and representatives of the manufacturers, at a joint meeting in Toronto on April 25.

That a number of dealers feel they have serious grievances may readily be seen by a glance at the following correspondence received by Secretary Miller. Names and addresses are, of course, deleted. Some of the letters contain many valuable suggestions, which, if acted upon, would mean much for the betterment of the furniture trade not only in Ontario, but throughout the length and breadth of Canada.

"I believe," writes one dealer, "that every manufacturer should classify his goods on the shipping bill and also mark the weights of each article. We have considerable trouble in this respect, as you know furniture takes a very high rate and if not properly marked and classified the railway companies are justified in charging us highest class, which is generally double first. I think the merchants lose hundreds of dollars each year in paying for this oversight, which is entirely due to negligence on the part of the shipper.

"I also wish to emphasize that the manufacturers use uniform colors; for instance, we often have occasion to sell a buffet of one manufacturer and table and chairs manufactured in a different factory, and the shades are entirely different, although they are all classed as fumed oak, or golden, or whatever the case may be. We also have the same trouble with ivory and grey enamels. I am of the opinion that this could be eliminated if the factories would get together on the point. A little pressure on this particular subject would give good results.

"I also would like to emphasize that we should have a law in Ontario forbidding the use of shoddy in making mattresses and pillows. I am glad to say that most of our manufacturers have already discontinued the use of this class of filling, but there is still room for improvement. Of course this matter would have to be taken up with the Ontario Government. Another grievance which all retailers have, and about which you have heard a good deal, is the cartage charges. I would like to see a resolution passed condemning this practice and try to get it put out of existence."

Another dealer writes: "My opinion is that the mail order houses are a great detriment to the retail dealers in general, and I think it is very unfair to us furniture dealers in allowing a special discount to the mail order houses. If there is no better remedy found I would unite, if decided best, to discontinue dealing with furniture manufacturers who practiced such unfair trade conditions."

"I am in full sympathy with any reasonable action which might be taken to remedy the conditions which now exist relative to the mail order purchasing power and also to the elimination of the tremendous discounts which are given to the larger buyers, especially in Toronto," writes a third dealer. "Several cases have been brought to my attention lately where different pieces of furniture are being sold in Toronto at about the same price as the regular retail store will pay at some factories for them. The smaller retailers throughout the Dominion are the ones out of whom the wholesaler makes his dividends. He certainly does not make it out of his goods after allowing heavy discounts, such as are being given to the Toronto department houses.

"The discounts above mentioned are not only given on 'clear outs,' but on regular patterns. The wholesaler, in a good many cases, possibly, is just clearing his actual cost. Where is he ahead? It is just possible that he could be awakened to this fact.

"I would suggest that a good strong committee be appointed to frame up an agreement to be submitted to the wholesalers whereby the wholesalers as well as the retailers would be benefited by such co-operation. An agreement of this nature would tend to bring the wholesaler and retailer in closer touch with one another and each could be benefited thereby.

"Of course the wholesaler will have his side of the question to put forth, namely: 1st—Small orders from small dealers; 2nd—Heavy stocks at some periods which must be turned into cash; 3rd—Hard times and not able to keep shops open on small orders. But by cutting prices able to get large orders.

"These are conditions which must be carefully looked into, and possibly could be overcome by allowing a small discount on large orders, say by the car, but giving these advantages to all alike. At any time or in any quantity a discount larger than 5 per cent. for cars on standard goods should not be considered.

"As to 'clear outs,' some arrangement could also be made whereby all dealers could share alike, so far as the goods go, by the different factories, but limit the quantity to any large dealer so long as the smaller dealer wanted to buy."

These matters should, and no doubt will, receive the earnest consideration of the committee deputed by the Association to deal with these subjects. The outcome of that committee's work will be looked for in a betterment for the trade all round.

NEW SANITARY MATTRESS FILLER

The Canadian Feather & Mattress Co., Ltd., are using a new product for filling their mattresses, and have its sole control and use in Canada. It is called "Agave Hair," a Central American product, said to be light as air and springy as hair. It is a vegetable fibre, and is entirely sanitary. Among its characteristics is resiliency; it immediately springs back into position when pressure is removed.

Trade Abuses to be Remedied

A COMMITTEE representing the Ontario Retail Furniture Dealers' Association, and composed of President J. G. Henry, Sudbury; Vice-President G. Lippert, Kitchener, and Secretary W. C. Miller, Toronto, waited upon a representative gathering of 33 members of the Furniture Manufacturers Association of Ontario, under the chairmanship of Mr. Shaw, on April 25th, to put before them their views on some of their grievances, which had been brought out at the recent convention.

The following are the subjects touched upon:

1. Selling to the consumer.
2. Selling to employees.
3. Regarding the discrimination to mail order houses.
4. Classification in freight.

The subjects were very ably presented by the retailers' delegation in a friendly and temperate manner, and the manufacturers through their president and other leading members expressed themselves as being cordially in agreement with the views of the deputation. At the conclusion of the meeting, which lasted nearly two hours, a resolution was passed asking the secretary of the Manufacturers' Association to send out a circular letter to all its members deploring the practice of selling to the consumer direct, and asking that the members do all in their power to see to a discontinuance of this.

After some discussion on the question of selling to employees a committee was formed to deal with this matter, which it was alleged, had been prevalent in certain districts. It was pointed out by many manufacturers present that they had successfully dealt with both this and the consumer problem in a manner which was satisfactory to the retail dealers. Employees when getting furniture for their own use were charged ten per cent. over factory cost and a credit given the retailers in the town.

Mail Order House Problem

Regarding the discrimination of mail order houses it was pointed out by the manufacturers present that this discrimination did not exist among the members of their association to the extent the retailers' committee had alleged, and the tendency was to cut out, or at least lessen, any such discrimination. On the classifying of freight shipments, however, on which retailers throughout the country lose hundreds of dollars yearly, some instances being pointed out by Mr. Henry, the manufacturers felt that something should be done. Their secretary was, therefore, authorized to notify all manufacturers to instruct their shippers to see that furniture shipments were properly classified so that an unwieldly burden was lifted from the shoulders of the retail trade.

Finally, the members of the Furniture Manufacturers Association put themselves on record that they would be pleased to co-operate in every way possible with the members of the Ontario Retail Furniture Dealers' Association, and they assured the deputation that any points they wished to bring out in the future should be handed to their secretary and it would be given fullest consideration and dealt with thoroughly and fully in every respect.

The president of the Furniture Manufacturers Association assured the deputation that they hoped there would be more frequent meetings between the two bodies.

LATEST IN FOLDING BEDS

The Farquharson-Gifford Co., Ltd., Stratford, Ont., have just brought out a new folding bed, called the "Nufold," divanette, which is said to be the closest advance to perfection in this class of furniture reached up to the present. The "Nufold" is simplicity in operation, one finger only being necessary to open out and change the divanette to a bed. Its construction allows of ample room for bedding and pillows, and it will accommodate a 35-pound mattress. Either as bed or divanette the "Nufold" is a comfortable and attractive piece of furniture. An exhibition and demonstration of the "Nufold" was made before a number of Toronto dealers a few days ago, and they expressed themselves as mightily pleased with the working of this new divanette-bed.

LIVINGROOM AND LIBRARY FURNITURE

The vogue in upholstered furniture is strikingly shown in Catalogue No. 7, just published by The Montreal Upholstering Co., Montreal, Que. It is a book illustrating upholstery de luxe for both livingroom and library, the matched suites including adaptations of styles from the various accepted periods and the modern English type of over-stuffed upholstery.

Encased in a cover of red with gold lettering, the catalogue is one of the finest looking received in this office in many a day; the illustrations, too, are first class, and bring out the lines of the items and the patterns of the coverings in splendid shape. Besides the tapestry suites, some very nice couches, divans and davenports are shown. Altogether the catalogue is one that should be in the hands of furniture dealers generally.

DU PONT CO. STILL ENLARGING

Harrison Brothers and Co., Inc., of Philadelphia, have been taken over by the Du Pont Co., of Wilmington, Del., and the paint firm becomes one of the Du Pont's subsidiaries. The sale marks the union of two of the oldest and best-known manufacturing firms in America. The Harrisons date from 1793, and the Du Ponts, from 1802. The transfer to new owners will bring no radical change in the conduct of the paint business. This will be continued by the new owners and the products hitherto turned out by the Harrisons will continue to be made by virtually the same organization.

Another purchase of the Du Pont Co. is the taking over of the Marokene Co., of Elizabeth, N.J. The Marokene company manufactures a material similar to fabrikoid, which is used extensively by the automobile, carriage, and upholstery industries. R. B. Heyward, who has been assistant superintendent of the Fabrikoid Company's Newburg plant, will become superintendent of the Marokene plant at Elizabeth, N. J. No changes will be made to the present staff of employees.

Whether you are a big man or a little man does not depend upon the size of your store, or its location, but upon what you determine to be.

Globe-Wernicke Sectional Bookcases



This is Moving Time

The new house, the new apartment or any new quarters will require some new furniture, new decorations and new furnishings.

Furniture dealers who co-operate with real estate people, learn who is going to move and are the first to send solicitors to the old home, will likely get the orders to deliver furniture to the new home. Letters of invitation to visit your display room will help some.

Graduation Time Approaches

An appropriate gift to the graduate is a Globe-Wernicke Sectional Bookcase. Each additional section encourages the accumulation of new books (read and grow wise, say the philosophers) which help him on the road to success. Write along these lines to parents and friends of 1917 graduates in your territory.

The Globe-Wernicke factory is the largest in the world of its kind.

The Globe-Wernicke Co., Ltd.

STRATFORD

Manufacturers of Sectional Bookcases, Filing Equipment, Stationers' Supplies.

Ivory Enamel



With Carvings and Mouldings tinted to give the "Old Ivory Effect" is the popular finish this Spring.

You will find several complete suites, and odd pieces in our line. The suite illustrated should be on every retail floor. In all the finishes:

Enamel
Blended Mahogany and Satin Walnut

It is made of choice Birch Lumber.





The Meaford Line

Bedroom Furniture is only a small portion of the "Meaford Line" which represents

Dining Room Suites
Wardrobes
Medicine Cabinets
Hall Racks
Seats and Mirrors
Desks, Bookcases
Library Tables and Centre Tables
Jardiniere Stands



The Meaford Manufacturing Co., Limited, Meaford, Ont.

SPECIAL ILLUSTRATIONS

Showing Some of the Newest Articles of Furniture

Suggestions from the Canadian Factories





Two diners from a new suite made by The Stratford Chair Co.. Ltd., Stratford.

A PAGE OF NEW CHAIRS



No. 766. Rocker from a new tapestry suite, with spring edge and soft, loose cushions. Made by The Gold Medal Furniture Mfg. Co., Ltd., Toronto.



No. 1884.—Rocker from a new three-piece living-room suite made by Montreal Upholstery Co., Montreal. Tapestries, velours, and striped silk plushes are used as coverings.

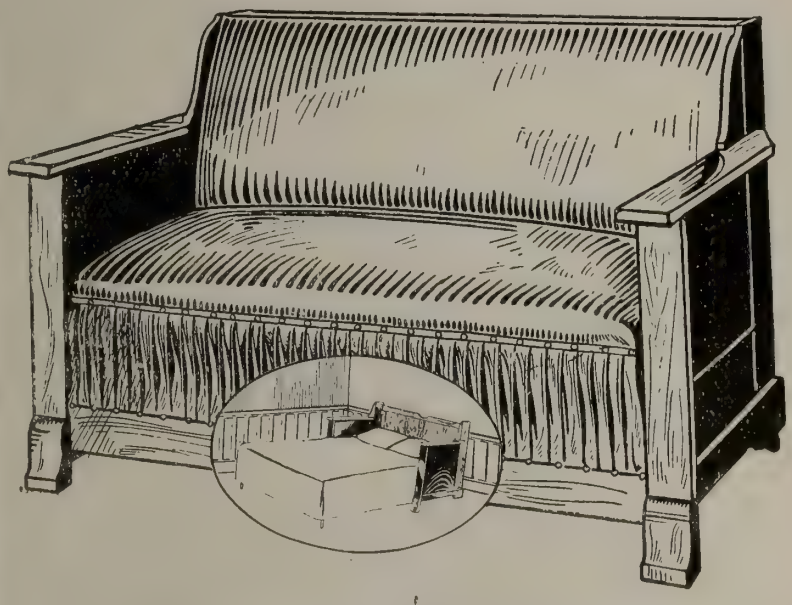


Some of the new pictures from Matthews Bros.' (Toronto) line, showing scenes before the war of villages and towns in France and Belgium, where the Allies are pushing out the invader.



The [redacted] divanette, the latest convertible folding bed, made by The Farquharson-Gifford Co., Ltd., Stratford, Ont.



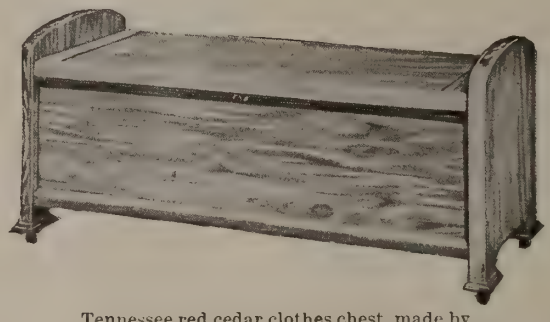


Peerless divanette, new folding bed, made by the Sanitary Bedding Co., Ltd., Toronto.

At left.—No. 9531, new china cabinet of Louis XVI design, made by Canada Furniture Manufacturers, Ltd., Woodstock, Ont.



No. 177. One of the new dining suites made by The Knechtel Furniture Co., Ltd., Hanover. The little period touch gives this suite a tasty appearance.



Tennessee red cedar clothes chest, made by The Artisans Co., Guelph, Ont.



Two new music cabinets made by The George McLagan Furniture Co., Ltd., Stratford, Ont.





No. 2018.—Settee from a new three-piece living-room suite made by The North American Bent Chair Co., Ltd., Owen Sound. The Jacobean twist adds a line of beauty to this suite.



No. 49.—New iron bedstead, enamelled, with brass trimmings, made by Geo. Gale & Sons, Ltd., Waterville, Que.

Selling Talking Machines to the Farmers

A field which promises to yield a rich harvest to the dealer who is enterprising enough to vigorously and consistently cultivate it.

By WILLIAM LEWIS EDMONDS

IT has been proved beyond all question of dispute that farmers as a class are the best purchasers in the country for advertised goods. This is not only due to the fact that they are fairly well to do, but to the further fact that, having fewer things to attract them, they more closely read the newspapers and periodicals which come to their homes. Then the largest part of our population is composed of the agricultural class.

All told we have residing on the eight hundred thousand farms which the country possesses an agricultural population of over four million, and while all these, aside from those who already own one, are not likely to purchase a talking machine, yet a great many of them are undoubtedly promising potential customers.

At present the farmers of Canada are in a better position than at any time in their history to buy talking machines, or anything else for that matter, their revenue for the past three years having been unprecedentedly high.

In view of conditions like these there can only be one conclusion as far as the furniture dealer who handles talking machines is concerned, and that is that he should at once, if he has not already made his plans to do so, make a special effort to interest the farmers in his neighborhood in the line which he carries in stock. The dealer who has not yet even gone as far as to put machines and records in stock should do so at once, and then make an aggressive bid for the farming trade. He is missing a big opportunity if he doesn't.

> The farmer who buys a talking machine and records becomes a potential customer for other furniture lines.

Except possibly the very large furniture dealers who may do an extensive mail order business it will hardly pay to advertise in the strictly agricultural papers, for the simple reason that they would be paying for circulation that would be of little or no use to them. But they all have their local papers, which of course largely circulate among their respective communities. Then in addition to this, and which will probably bring more direct business, there are the mails, which can be freely used for circularizing the farmers in their district.

Talks that Appeal

In both the newspaper and circular methods of advertising, the results obtained will naturally be determined by the quality of the copy which is prepared for the printers. By quality I mean its ability to appeal to the farmer and his family. A mere announcement by the dealer to the effect that he has talking machines and records in stock will probably secure an occasional order, but that which will succeed still better is a talk which will impress upon the farmer and his family the advantages which are to be gained by having a talking machine and a good assortment of records in the home. This can be treated in such a variety of ways that a series of striking and effective talks can be prepared without in any way exhausting the subject.

The farmer likes to keep his family around him evenings. At least if he is not concerned on this point his wife is. In the advertising bring this fact out and show how a good talking machine with a variety of good records will help bring this about. Show also the educational value of the talking machine on account of the acquaintance it enables the young people to obtain with classical and popular music, vocal and instrumental. Persuade the farmer that the talking machine is an asset to the home, and not a luxury, and you are on the highway to selling him a machine.

The furniture dealer ought to be able to turn the rural mail delivery service to good account in developing business in talking machines and records, and particularly for the delivery of records.

Window Displays and Rest Rooms

As part of the campaign an occasional window display of machines and records might be arranged for the special purpose of interesting the farmers who come to town. Market days, if the town has them, would be appropriate times for making these displays.

Another helpful thing would be to have a rest room in the store which farmers and their families are invited to use while in town. While this room is being occupied by visitors, a talking machine should be kept in operation. On special occasions at least it would not be a bad idea to serve light refreshments as well. By displaying a few pieces of furniture, rugs and pictures in the rest room, sales of these could undoubtedly be effected.

Still another helpful thing in influencing the sale of machines and records would be for the dealer to occasionally depute a clerk to visit a concert or social in the country and put a machine in operation, using the latest records for the occasion. Even if this did not effect immediate sales it would have its advertising value, and would influence future business.

And then one important thing about the talking machine and record business which the dealer should not overlook is that in developing it he is building up connection which will help him increase his sales of regular lines of furniture.

One important thing that the dealer should bear in mind is that the farmers' trade has been but little developed.



MODEL NO. 75
RETAIL PRICE, $75.00

Ideal Phonographs

PERFECT TONE REGISTERED

are sold by reliable dealers that always give the public the best possible value for their money.

The Ideal agency may be open in your town. If it is, get in touch with us at once. By delaying you are allowing your bank account to grow in the wrong direction.

Our cabinet model in fumed oak, No. 75, retail price $75.00, is a winner. The reason is just this: It is in a class by itself. No other make of machine on the market at the price in competition with it. It competes with other makes at $100 and up.

Write to-day for our dealer's proposition.

Regal Phonograph Co., Limited

145 Church St., Toronto



Model 100 —Oak or Mahogany Finish
Retail price $100.00.

Would like to hear from Dealers

who are interested in handling a phonograph that will give entire satisfaction and still show the largest profits known to the Phonograph world.

All machines equipped with Universal Tone Arm to assure the playing perfectly of all makes of records.

All machines guaranteed for one year.

Write for Catalogue.

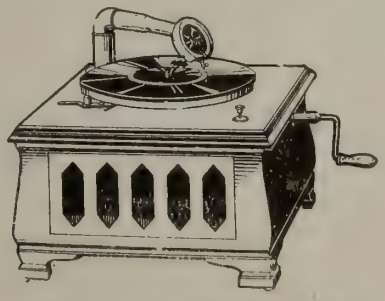
PURDY PHONOGRAPH COMPANY

High Grade Talking Machines, Cabinets and Accessories

151 Church Street Toronto, Canada



Model 50—Oak or Mahogany Finish
Dimensions:
Height 13 inches. Width 17 inches.
Depth 19 inches.
Retail price $45.00.



Model No. 25—Mahogany Finish
Dimensions:
Height 8 inches. Width 14½ inches.
Depth 15½ inches.
Retail price $25.00.

Developing a Stock System

IN the sale of talking machines, it is important that the retailer adopt a system that will enable him to get the maximum profits with a minimum expense on his part, says The Furniture Trade Review. The first and perhaps most important step for the retailer who contemplates opening a phonograh depart-



A Winnipeg hardware firm, the J. H. Ashdown Co., recently made this window display of Columbia machines and records. It shows what an attractive trim can be made of talking machines at little expense.

ment in his store is the selection of a stock that will interest the class of customers who will trade with him. Especially is this important when his business is conducted on a cash basis. If, however, he intends selling these machines on the installment plan, he will doubtless find as much demand for the better grade instruments as for the cheaper.

A Workable Stock System

It is essential that the dealer devise a stock system, comprehensive enough to cover all the operations of the department, and so simple that its operation will not become impeded by the accumulation of a lot of unimportant details, which, while interesting from a statistical point of view, are as a rule of no practical value. The stock itself, since it is uniform and the individual pieces easily kept track of, admits of the keeping of an accurate record. This record should contain the history of each piece from the time it is purchased until its final disposal, and should be available at a moment's notice.

Developing the System

In the working out of such a system, there are, of course, no hard and fast rules, and the dealer will doubtless resort to a modified or expanded system similar to that which he has already in operation in some other department. It might be advisable to utilize a card index or book system, with a suitable column for recording the number of the machine, the date when it was received, the customer's name, in fact the entire history of each instrument, until the dealer ceases to have any claim upon it. In addition to this it is desirable to keep a statistical record of sales, so that an accurate estimate may be made for future requirements.

COLUMBIA GRAPHOPHONE CO. INCREASES

The Du Pont interests recently purchased the control of the Columbia Graphophone Co., adding another industry to their growing line of activities, and are increasing the capital by over $2,500,000. In 1916 the gross business of the company was $15,000,000, the largest in its history, and an increase of 57 per cent. over the previous year.

OTTO HEINEMAN CO. OPEN CANADIAN OFFICE

The Otto Heineman Phonograph Supply Co. have opened up Canadian headquarters in the Lumsden Building, Toronto. C. J. Pott is in charge of the Canadian sales and P. K. Wood will look after the mechanical department.

BRANT-OLA FACTORY ENLARGING

The Brantford Piano Case Co., Ltd., are erecting a 70-foot addition to their plant at Brantford, Ont., to take care of the increased demand for their Brant-Ola phonographs. Manager M. S. Phelps returned recently from New York, where he had been arranging to get the supplies necessary for the increased output.

NEWBIGGING CO. GET CANADIAN NEEDLE

The Newbigging Cabinet Co., Hamilton, Ont., have secured the sole Canadian agency for the "Goldentone" permanent needles. This is a mineral needle made to fit any steel needle machine, and may be used



Attractive window in small town store owned by a woman. It is a simple but comprehensive display, and brought good business to the store.

on lateral cut or hill and dale records. By reversing, this "Goldentone" may be made into a four-point needle. They do not wear through use.

The Adams Furniture Co., Toronto, are said to have placed an order for their fall grafonolas and records with the Columbia Graphophone Co., which is larger than any ever placed for talking machines in Canada.

Note these facts about the "CLASSIC"

It is made in Canada by Canadians, and there is no duty added to the price.

It will play any make of disc record, and play it equally as well as the best make of machine on the market.

It has a noiseless, durable motor.

The time to link the "Classic" Phonograph with your name is NOW. Every "Classic" Phonograph is absolutely guaranteed.

The "Classic" Phonograph means bigger and better profits for the furniture dealer. Get the "Classic" proposition today. It will pay you well. "Classic" phonographs sell on merit.



MODEL No. 255

The "Classic" is made in seven different sizes, the prices are as follows:— $25, $50, $65, $85, $105, finished in oak and mahogany, and $135 and $255 finished in oak, mahogany and walnut.

Remember, when you sell a "Classic" Phonograph you have the assurance that your customer could not have secured a more pleasing and accurate tone anywhere.

Sometimes you don't know what you are missing until the other fellow gets it. Get particulars from us to-day.

We require dealers from Halifax to Vancouver, to handle the "Classic." Write us for discounts and dealer proposition.

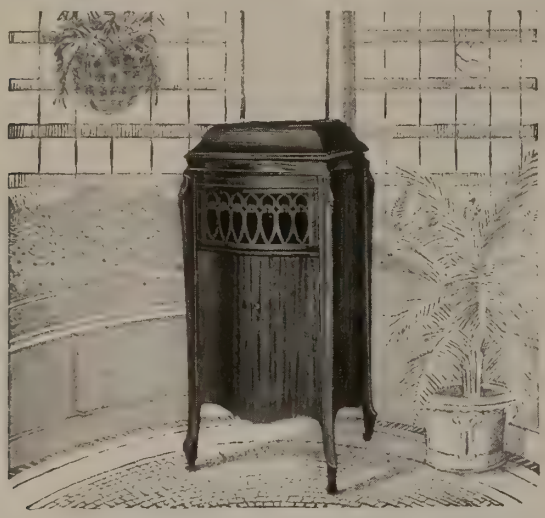
Classic Phonograph Co., Limited

Office and Salesroom
No. 3 Excelsior Life Bldg.
TORONTO

Factory:
BRESLAU, ONT.

GOOD PROFITS IN PHONOGRAPHS

That furniture buyers have good reasons for their expectations of a prosperous year is indicated by the fact that they have begun to show talking machines. a marked sign of advancement, says Furniture World (N.Y.) New designs are constantly appearing and the demand is getting stronger each week for the phonograph, as the manufacturers are offering all



The Laurette, one of the ten model Sonora phonographs distributed by J. Montagnes & Co., Toronto.

kinds of inducements for their sale. A good way for the retailer to increase his sales is to call all the people that have telephones in their homes and say, "Good morning, Mrs. Blank. This is John Doe & Co. We called to inquire if you have a talking machine." Mrs. Blank is interested from the start and begins to ask questions. By this time you have invited her to your shop to see and hear your new line.

When Mrs. Blank gets to your store you can go right over to the cash register and ring up the amount of the first payment, and then your profits begin, for record after record will be purchased by Mrs. Blank for cash. Most people will spend as much for records the first year as the machine cost them.

BIG CABINET ORDER

The Herzog Art Furniture Co., of Saginaw, Mich., have secured from the Sonora Phonograph Corporation a contract totaling $25,000,000. The contract covers a period of fifteen years, with a minimum annual delivery of $500,000 worth of cabinets, and a maximum of $2,000,000 annually. George E. Brightson, president of the Sonora Phonograph Corporation, completed this mammoth contract. It is quite likely that the Herzog plant will be utilized by the Sonora Phonograph Corporation as an auxiliary to its factory in New York.

THE "CHOPIN" IN CANADA

The Chopin Piano and Talking Machine Co., recently opened up an office and warerooms in the Keewayden Building, Winnipeg, where will be handled the Canadian trade business of the company. The "Chopin" phonograph has a high reputation, and the company's factory at Chicago is one of the largest on the continent making talking machines, with a capacity of 400 machines a day. It is the purpose of the company carrying at least four carloads of "Chopins" in stock at Winnipeg, so as to be able at all times to meet delivery calls, which the company purposes to do the day orders are received.

"CLASSIC" A CANADIAN MACHINE

The Classic Phonograph Co., Ltd., with factory at Breslau, Ont., and salesrooms in the Excelsior Life Building, Toronto, are putting out in the "Classic" a talking machine made in Canada by Canadians. It is built in seven styles in oak and mahogany, and in walnut in the higher grades. These styles range in price from $25 to $255, and all of the machines are guaranteed. The "Classic" has a pleasing and accurate tone, and will play any make of disc record. The motor is noiseless and durable.

INVENTED EARLY FOLDING BED

One of the latest Canadian upholstered bedding concerns is the Sanitary Bedding Co., Ltd., which has opened factory, salesroom and offices at 192 and 193 Queen Street east. J. Goodman is president, and the manager of the company is R. Coopersmith a man who has had wide experience in the making of davenports, divanettes and springs. He was formerly with the Kindel Bed Company in the United States, and invented the somersault bed, which was a big line with that company in years gone by. Mr. Coopersmith is

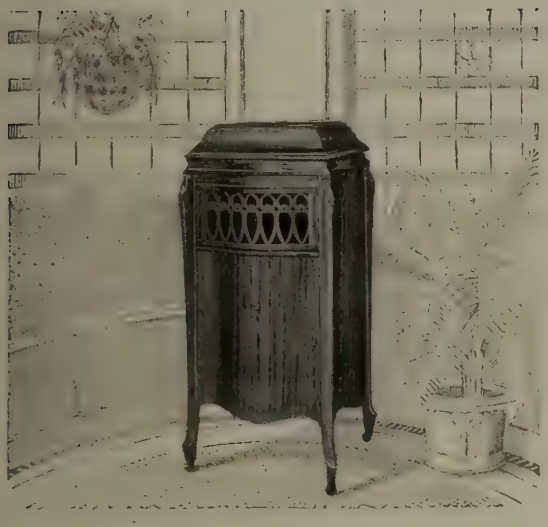


Model 100 phonograph, in oak or mahogany finish, made by Purdy Phonograph Co., Toronto.

an inventive genius and the new "Peerless" and "20th Century" divanettes are two of his productions. The latter day folding divanette-beds are so much superior to those put out in the early days that a resemblance between them would be difficult to find.

J. P. Quinlan will erect a furniture factory at North Bay, Ont. The town will grant a bonus.

The Highest Class Talking Machine in the World



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

"I never wanted a phonograph until I heard the Sonora," said a man who bought a Sonora Baby Grand from Messrs. Gilmore & Co., St. Catharines

Sonoras Attract the Cash Buyers

Installment sales covering long periods of time are bad for business—they are bad for customers and bad for you

Sonora dealers get the cash sales or sales with big down-payments, because prospects of the Sonora class are influenced first by quality, and not terms.

One Sonora dealer says: "Most of the machines we have sold will be paid for in full, within a year."

Another says: "Regarding selling the Sonora machines on terms, would say we do not sell them for fifty cents down, and fifty cents per week, as we do not desire that class of trade, nor do we wish to class our goods with those that may be sold on such terms. We have no trouble selling them, mostly for cash. When terms are made no machine is to be sold unless full payment is agreed upon in six or eight months, at the longest."

If you're a millionaire—and long credits, and doubtful credits, and bad credits, and tied up capital, and losses don't really make much difference—this will not interest you. If you're a business man, it will.

Sell Sonoras—it will improve your prestige and your bank account.

TEN SUPERB MODELS

$62.50 $80 $100 $135 $205
$240 $265 $300 $475 $1,500

Manufactured by

Sonora Phonograph Corp.

New York

EXCLUSIVE CANADIAN DISTRIBUTERS

I. MONTAGNES & COMPANY

RYRIE BUILDING *Shuter and Yonge Streets* **TORONTO**

NEW TALKING MACHINE CO. FORMED

This is the day of the talking machine, and another organization has recently been formed to take up this industry in the Dominion—The Canadian Phonograph Supply Co., with headquarters at London, Ont. This new company has secured the Canadian distribution



W. D. STEVENSON,
of the Canadian Phonograh Supply Co.

for Starr phonographs and records, made by the Starr Piano Co., Richmond, Ind. This line has been selling in the United States for some time.

J. A. Croden and W. D. Stevenson are the men behind the Canadian Phonograph Supply Co. Both of them are well-known in piano and musical circles, and have been much interested in talking machines for a number of years past. The new company will carry a large stock at their London warerooms, the Starr line of machines covering eleven different styles and designs, and being capable of playing any disc record as well as their own, which are of the hill and dale type.

NEW TALKING MACHINE COMPANIES

The Canadian Symphonola Co., Ltd., with a capital of $50,000 has received Dominion incorporation to make talking machines and musical instruments. John Wesley Dyer and Angus Long are provisional directors.

Last month the Playola Phonograph Co., Ltd., was incorporated with a capital of $40,000 to take over the business of the Playola Phonograph Co. The officers of the company are F. J. Foley, president, and A. J. Bell, secretary. The Playola Co. have opened offices, showrooms and factory at 468-474 King Street West, Toronto, and are manufacturing and making deliveries of two sizes of phonographs which retail at $50 and $75.

TO SELL HEINEMAN MOTORS IN CANADA

C. J. Pott, recently appointed sales manager for Canada of the Otto Heineman Phonograph Supply Co., has decided to make Toronto his headquarters. He recently visited the Heineman factory at Elyria, Ohio, and the Chicago offices of the company. While away Mr. Pott conferred with Mr. Heineman, president of the company; Mr. Bean, vice-president, and W. C. Strong, superintendent.

In connection with the Heineman Canadian branch a service department will be a feature. Arrangements have been completed to have this department in charge of a thoroughly experienced mechanic who has travelled extensively in Canada and the United States conferring with the trade on motor questions. The factory at Elyria is working to full capacity all the time, and there is every assurance the 1917 business will far exceed that of the year previous. An exhibit of Heineman motors is being planned for the music show in Chicago, May 19 to 26. A new motor announced by the Heineman firm is designed to play three 12-inch or four and one-half 10-inch records with one winding. The makers advise that milled gears and not stamped gears will be used exclusively in this new motor.

PROMOTION FOR COLUMBIA MAN

James P. Bradt, well-known to the talking machine trade of Canada, being manager of the Toronto branch of the Columbia Graphophone Co., has been promoted to the position of assistant to the president, with headquarters at New York. Mr. Bradt has been seventeen years in the talking machine business, and has served the Columbia Co. in Germany, Austria, Russia, England, Canada and the United States.

NOW MAKING CANADIAN RECORDS

Pathe Freres Phonograph Co. of Canada, have begun the manufacture of records at their Toronto plant for the Canadian trade.

The Ontario Furniture Co., London, Ont., have secured exclusive rights in that city for the Pathe line of



J. A. CRODEN,
of the Canadian Phonograph Supply Co.

talking machines and records. A large department with handsome demonstration rooms has been opened up, and at the recent opening the proprietors were obliged to 'phone for more stock, so good were the sales.



The Pathé Sapphire Ball Playing a Pathé Record. (Very much enlarged.)

ENTER—A Phonograph Selling Argument that SELLS

AN argument which appeals **convincingly**—that **sells** the Pathephone. An argument which has **no back-kick!** This argument is the **Pathe Sapphire Ball.** The story of this invention is **proving** its selling power daily for thousands of talking machine merchants the country over. It is destined to make its selling power felt by **all** dealers.

Have you tried it out?

THE PATHE SAPPHIRE BALL

is a polished, ball-shaped, genuine jewel, used in place of sharp metal needles, to play Pathe records. Its advantages are five-fold:

1. It glides smoothly through the sound grooves of the record without cutting, digging or ripping the surface. This is why Pathe records may be played 1,000 times or more without showing perceptible signs of wear.

2. The Pathe Sapphire Ball is **permanent.** The owner of a Pathephone never has to fear the ruin of an expensive record just because he has forgotten to insert a new needle.

3. No needles to change. No worry about the supply of needles running short. The bother is eliminated; the expense is eliminated.

4. The Pathe Sapphire Ball fits so closely into the wide semi-circular sound groove of the Pathe Record that it draws out **all the music,** instead of only part of it.

5. The combination of Pathe Records and Pathe Sapphire Ball eliminates surface scratch, such as is caused by a sharp steel needle operating over a surface of plastic material.

But see the other big advantages the Pathe line gives you.

COMPLETENESS OF PATHEPHONE LINE

Pathephones are furnished in prices ranging from $35 to $300, each model showing the greatest value for the money. Every machine is equipped so it will play any disc record on the market. Every Pathephone has a tone control modulator.

Are you in a position to take care of **more** business and better business? Then write us for details of the Pathe proposition.

Pathé Frères Phonograph Company of Canada, Limited

Factories and Head Office, 4-6-8 Clifford Street, TORONTO, Canada

Western Distributors: **R. J. Whitla & Co,, Winnipeg, Man.**
Maritime Province Distributors: **H. L. Hewson & Son, Ltd., Amherst, N.S.**

Talking Machine Trade Notes

H. L. Hewson & Son, Ltd., Amherst, N.S., have been appointed distributers for Pathe machines and records in the Maritime Provinces.

H. G. Good has opened up a retail talking machine store at 2191 Queen Street, East, Toronto. Mr. Good formerly lived at Denver, Col.

Musical Instruments, Ltd., Toronto, a recent incorporated organization, has brought out the Cecilian Concertphones, a talking machine in four models.

J. A. Donaldson, Caledon East, Ont., has put in a grafonola and graphophone department. He got in his line in time for a church entertainment in his town.

The Canadian Talking Machine Co., Montreal,. are enlarging their premises owing to increased business. The company intend going into the business in a greatly extended scale.

It is estimated that the consumption of lumber for the making of talking machine cabinets in 1916 was 75,600,000 square feet of manufactured hardwood lumber and 50,000,000 square feet of veneer.

There are fifty-five separate makers of talking machines listed in a trade directory published by Talking Machine World. There are twenty-one makers of records, and forty-seven firms supplying parts.

Emile Landerman, of the Berliner Gramophone Co., Montreal, died recently, after a short illness at Winnipeg, whither he had gone in the interests of his firm. He was only 34 years of age and leaves a widow and two small children.

Distributing headquarters have been opened up at Winnipeg by the Melotone Talking Machine Co. Although established only four months, this young firm has made rapid progress in developing business and in the output of instruments.

Robert Burgess, the enthusiastic Pathe road man, reports that he is meeting with a gratifying reception wherever he goes, and is signing up some of the most desirable accounts in Ontario. He recently closed with some live dealers in Sault Ste. Marie, Sudbury, North Bay, Windsor, Oshawa and Chatham.

The Pathe Co. have put on the market a new Pathephone of period design. It is constructed on Adams lines. The company have also put out a new electric sign for dealers. The color scheme is light yellow with blue letters, the red rooster of course stands out prominently.

The concert tour of Louis Graveure throughout the Canadian West gave a considerable impetus to the sale of Columbia records of his recording. Dealers were fully awake to the advantages to them of this well known artist's visit, and were ready to cash in on it.

Mr. Wright, of McPhail & Wright, contractor, and A. W. West, have formed "Algoma Distributers" to look after the distribution of Pathe Pathephones and records in Algoma district. The company will open retail stores at Sudbury and The Soo.

REGAL PHONOGRAPH CO. SPREADING

The Regal Phonograph Co., Toronto, recently incorporated with a capital stock of $40,000, was established in 1915 by Edwin A. Stevenson, who has been active in the talking machine industry for the past eleven years. Mr. Stevenson is president and manager of the Regal Company, and has for the past two years energetically featured the Ideal "perfect tone" phonograph, which name he trade-marked. The business established by him continued to grow and expand until he found it advisable to branch out in a larger way, and the incorporation is the result. Larger premises at 145 Church St., Toronto, have been taken, and the firm propose materially enlarging the output of the "Ideal" line.

Mr. Stevenson has now associated with him W. J. Greenfield, Port Hope, and A. E. Foster, Toronto. The latter was engaged in another line of business, but was attracted to the talking machine trade by its phenomenal growth. Mr. Foster is secretary of the company. W. J. Greenfield assumes the office of treasurer. He is a well known capitalist of Port Hope, where he has resided for many years.



E. A. STEVENSON
President and Manager.



W. J. GREENFIELD
Treasurer.



A. E. FOSTER,
Secretary.

The Basic Reason

FOR the increasing popularity of the "PHONOLA" is found in the fact that it has ***established*** its merit and reputation as a musical instrument which anyone can operate—and that its cost places it within the reach of all.

Undoubtedly, competition is becoming keener as time goes on, but the Phonola dealer is ***ready*** for competition. The musical ***excellence*** of the Phonola makes it an admirable confrere of the high-grade pianos you have in your store. The construction and parts of the Phonola appeal to dealers who ***know*** talking machine points.

Phonola features commend themselves because salesmen know that in the actual work of ***convincing*** prospects they are ***winning*** features.

The Pollock Manufacturing Co., Limited

Kitchener *Makers of the "PHONOLA"* Canada



The Phonola "Princess"

WRITE FOR PRICES



The Phonola "Prince"

KNOBS *of* NEWS

Reliable House Furnishers have been registered at Montreal.

Fleury & Co., furniture dealers, Montreal, have been registered.

The furniture business of A. Beaulieu, Montreal, has been registered.

The National Household Furnishing Co., Montreal, has been registered.

The Montreal Feather & Down Co., Ltd., Montreal, has been incorporated.

The Teahan Furniture Co., Windsor, Ont., are moving to new and larger premises.

E. J. Ashton, has sold out his furniture and undertaking business at Lloydminster, Sask.

Graham & Reid, Edmonton, have moved their furniture business to new and larger premises.

F. S. Rudd's furniture and hardware store at Arnprior, Ont., was damaged by fire recently.

J. H. Hanson, president of the J. H. Hanson Co. Ltd., wholesale stove dealers, Montreal, is dead.

W. H. Bunt has taken over John Chapman's furniture and undertaking business at Flesherton, Ont.

J. D. Watson, formerly with the Coombe Furniture Co., intends erecting a furniture factory at Kincardine, Ont.

The Durham (Ont.) Furniture Co. have inaugurated a co-operative scheme by which their employees get a proportion of the profits.

Chas. Kusiar, formerly with Murray-Kay, Ltd., Toronto, has been appointed manager of The J. Hoodless Furniture Co., Ltd., Hamilton, Ont.

J. C. Lawson, treasurer of the Gurney Northwest Foundry Co., Winnipeg, has taken up a new position with the parent company, the Gurney Foundry, Limited, Toronto.

A. O. Skinner, dealer in furniture, carpets, etc., at St. John, N.B., was recently elected president of the Retail Merchants Association of his city. He was toastmaster at the concluding function of the convention, a banquet, at which 200 guests were present.

A big idea in co-operative sales effort for the furniture merchants was recently brought out by the Bissell Carpet Sweeper Co., in the form of a Household Labor-Saving Devices Week which was observed in the U. S. during the week of April 23. It suggests a similar movement to the trade here in Canada.

NEW CHESLEY FURNITURE CATALOGUE

The new catalogue which The Chesley Furniture Co. Ltd., has been preparing for publication of late, will be issued in a few days.

NEW BED-DAVENPORT

The Kindel Bed Co., Stratford, Ont., are now making the new "Kroehler Kodav," the latest idea in folding beds. In conjunction with the U. S. company the Kindel Bed Co. are spending $100,000 this year in a national advertising campaign, drawing attention to this new Kroehler bed-davenport, the ads. appearing in a number of popular journals like Saturday Evening Post, Ladies' Home Journal, Good Housekeeping, etc. This new "Kodav," which is so constituted that its operation is simplicity itself, takes a mattress of 35 or 40 pounds weight, and yet has room to take care of this when folded up as a davenport.

MARSHALL SANITARY IN NEW QUARTERS

The Marshall Sanitary Mattress Co., Ltd., are now located in their new quarters at 8 West Market Street, Toronto, where they have greater room for manufacturing and stocking their products. An entire floor has been taken over by the company and is fitted up to take care of their increasing business.

KITCHENER COMPANY CHANGES NAME

Through public notice in the Ontario Gazette the name of The Berlin Office Fixture Co., Ltd., located at Kitchener, Ont., has been changed to the Art Furniture Co., Ltd.

FOLDING CHAIRS FOR SOUTH AFRICA

W. J. Egan, Canadian Trade Commissioner, Cape Town, has forwarded to the Ottawa Government, particulars relative to folding chairs, which are marketable in South Africa. There is a continued demand he says, for folding chairs, more particularly for the cheaper variety. At present some American chairs are sold, their quotation being $6.50 a dozen. They are put up in parcels of half a dozen each. Other grades are being sold at $7 and $7.50 a dozen.

DISCONTINUING KITCHEN TABLE LINE

The Chesley Furniture Co., Ltd., draw our attention to a paragraph appearing in last month's issue in which it is said that company is bringing out a "new line of kitchen tables." Mr. Durst writes that this is misleading, and as his company is getting a number of inquiries as to the nature of these new tables he wishes the trade to know that instead of bringing out a new line of kitchen tables they are discontinuing their old line and developing their tilt top twin pedestal extention tables.

ENTERTAINED CANADIAN BUSINESS MEN

W. L. Harris, president of the New England Furniture and Carpet Co., Minneapolis, was host at a luncheon at the Athletic Club in that city recently to a group of prominent Canadian business men, who were in Minneapolis taking the short business men's training course at the University of Minnesota. Mr. Harris addressed the Manitoba Association of Retail Merchants at Winnipeg last summer, and had met many prominent business men there. He will next month address the Alberta R. M. A. convention at Regina. His luncheon guests were: Horace Chevrier, President of the Dominion Board of Retail Merchants of Canada; J. A. Connell, Treasurer, of Manitoba; C. L. Rannard, President, George Markle, Vice-President, and J. H. Curle, Secretary of the Winnipeg Retail Merchants' Association, and E. V. Pughsley, advertising manager of the Hudson Bay Company.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

Remember the Capillaries

By Howard S. Eckels, Ph.G.
Dean of Eckels' College of Embalming, Philadelphia, Pa.

Written for Canadian Furniture World and The Undertaker.

THE public's rapidly increasing knowledge of embalming absolutely demands that the embalmer should remember that there are such things as capillaries. It may seem strange that I should put it this way, but it unquestionably is a fact that when he comes to handle a delicate complexion, the—shall I say average?—embalmer seems to forget all that he ever knew regarding these microscopic, but highly important branches of the systemic circulation. Sit him down before a desk for examination and he will remember more about the capillaries than the average anatomist ever had a chance to forget. But put him into a place where a thorough recollection of their structure and use is absolutely essential in his practical work, and the chances are that he will forget all he ever learned from books or in school and proceed to clog up these same capillaries tighter than ever with raw formaldehyde.

The average length of capillaries is not exceeding one-fiftieth of an inch nor are they more than two-thousandths of an inch in diameter. Yet, from the standpoint of cosmetic effect or even of preservation they are decidedly important parts of the human anatomy. We are used to speaking of arterial embalming. This is, after all, a misnomer. What we should say is "capillary embalming," because the arteries have little more part in the actual operation of embalming than has the arterial tube with which we inject the fluid.

The function of the arterial tube is to convey the fluid into the arteries, and the function of the arteries no more than to transmit that fluid from their branches to the capillaries. It is in these tiny organisms that the separation of the oxygen of the blood is effected to build up the tissues, and it is there and thus that the actual work of embalming is accomplished.

A study of this system of blood vessels is therefore of the greatest importance because this net-work of tiny tubes which permeate every part of flesh tissue in the body is where the embalmers' work really is done. Varying from one two-thousandths to one four-thousandths of an inch in diameter, they are of course microscopicly minute—so minute that the blood corpuscles are able to pass through their tortuous course only one at a time and in single file and then only in many instances by changing their shape. It is in this progress through the capillaries that the blood in life delivers its oxygen to the tissues and flesh and takes up the waste matter or carbon dioxide and carries it back through the venous system to the heart and thence through the pulmonary circulation to the lungs to be re-cleaned and purified by the oxygen which the lungs extract from the air we breathe.

To secure perfect embalming, which means not only perfect preservation and perfect disinfection, but also perfect cosmetic effect, it is absolutely essential that the capillaries be built up and their entire structure strengthened and held open by the preliminary injection of a capillary wash and blood solvent. To secure the results we have a right to expect, this substance must have several qualities. One of these is that it must be laxative in its nature. All fluids are astringent and it is to correct this astringency and prepare the way for it that we inject a combination of chemicals prepared for this purpose.

This must be blood-solvent, so that it will wash out of the capillaries the blood, which, if it were to remain there and set by raw formaldehyde, would show through the skin with a putty color or worse. In this preliminary injection I incorporate a chemical which surrenders to the blood, oxygen, much as the lungs extract oxygen from the air we breathe in life, to lighten the blood and to increase its fluidity. This greatly improves the cosmetic effect, since it gives the rosy tint to cheeks which were rosy in life, yet does not carry

SPIRITS OF THE DEAD

I

Thy soul shall find itself alone
'Mid dark thoughts of the gray tomb-stone—
Not one, of all the crowd, to pry
Into thine hour of secrecy:

II

Be silent in that solitude,
Which is not loneliness—for then
The spirits of the dead who stood
In life before thee, are again
In death around thee—and their will
Shall overshadow thee: be still.

III

The night—tho' clear—shall frown—
And the stars shall look not down
From their high thrones in the heaven,
With light like Hope to mortals given—
But their red orbs, without beam,
To thy weariness shall seem
As a burning and a fever
Which would cling to thee for ever.

IV

Now are thoughts thou shalt not banish—
Now are visions ne'er to vanish—
From thy spirit shall they pass
No more—like dew-drops from the grass.

V

The breeze—the breath of God—is still—
And the mist upon the hill
Shadowy—shadowy—yet unbroken,
Is a symbol and a token—
How it hangs upon the trees,
A mystery of mysteries!

—Edgar Allan Poe.

color like paint-bearing fluids do to parts which are not naturally pink tinted.

Raw formaldehyde will not pass through the capillaries, and frequently will not even penetrate them, and every manufacturer of embalming fluids who uses raw formaldehyde or, indeed, any form of formaldehyde in his products, constantly is striving to increase the penetrative qualities of his fluid by the inclusion of chemicals which will lessen formaldehyde's harshness. The manufacturers of four or five of the standard fluids have accomplished this to a certain extent, but I do not believe that it is possible to secure perfect penetrability unless a part of the basic disinfecting substance of the fluid be peroxide of hydrogen or at least some other oxygen-bearing chemical.

Personally I am convinced that peroxide of hydrogen is far and away the best of all substances which it is possible to include for this purpose, because fifteen-



BOB. McMAIN.
the popular furniture dealer and undertaker, of Milverton, Ont., explaining to the girls and their friends how they discharge cannon in the big war.

sixteenths of its atomic weight is oxygen—the same substance which nature uses in life for cleansing and purifying purposes, and of whose penetrating powers the circulation of the blood in life is ample proof. Of course there is a vast difference in embalming fluids and I believe that if no capillary wash is used at all that a peroxide fluid is the best, but I strongly recommend that a wash be injected in all particular cases, as outlined in my latest book, "Embalming by a New Principle and a New Method."

In the human body neither the veins nor the arteries come directly to the surface. It is the capillaries through which the surface tissue of the body is fed, and it is through them that the embalming fluid must pass. This is an absolute necessity if preservation is to be accomplished, skin slip prevented or disinfection secured. It is doubly a necessity if cosmetic effect is to be attained.

(To be continued.)

GETTING AFTER CANADIAN BUSINESS

There is a strong rumor that one of the big U. S. casket houses, making very high grade productions is contemplating going after Canadian trade. The Central Casket Co. of Buffalo, whose Canadian plant is at Bridgeburg, Ont., already has a good business in this country, and the company stands high among the foremost Canadian funeral directors. The rumor, however, has to do with another house, and feelers are said to have been put out regarding the opening of branches at Toronto and Montreal.

These rumors, following the announcement of a new Ontario casket company in last month's issue, tends to show that something is brewing in the casket-making industry of Canada.

Gossip of the Profession

Omer Bedard, undertaker, Montreal, has been registered.

Cloutier, Trudel & Dion, undertakers, Quebec, have been registered.

Smith, Jr., and Hunter, have succeeded Smith, Son & Clarke, undertakers, London, Ont.

A Montreal funeral director is testing in the courts the right of the city council to prohibit the display of funeral goods in show windows.

The Romans frequently used coffins of a peculiar kind of stone brought from Assos, in Troas, which was said to consume the entire body—the teeth excepted—in forty days, and was therefore called, "sarcophagus," meaning flesh-eater.

Joseph P. Thompson has joined the staff of The F. W. Matthews Co., Spadina Ave., Toronto. He is a graduate embalmer of the C. E. A. school. Norman Baker, formerly with this company, is helping his country in one of the munitions departments.

An instructor for the first aero company at Hempstead Plains, L. I., died recently, and during the funeral at the cemetery, a number of aeroplanes rose from the flying field and passed over the little burying-ground and dropped flowers upon the grave.

D. W. Andrews, secretary of Dominion Manufacturers, Ltd., left on May 1st by way of Chicago, St. Paul and Winnipeg, for a trip to the Canadian Pacific Coast. Mr. Andrews expects to touch all the high spots, calling on branches and customers both on the outward and inward trips.

The recent funeral at Toronto, of Mrs. E. R. Harden, wife of a returned maimed soldier, partook somewhat of a public ceremony. The pall-bearers were six soldiers from the Spadina Hospital, and the Mayor of the City was represented. Wm. Speers, funeral director, Dundas Street, had charge of the arrangements.

UNCONSCIOUS HUMOR

An undertaker in one of the smaller Ontario towns, who also conducts a furniture business advertises in his local weekly that he "has opened a shop at the rear of his furniture showroom and is prepared to do all kinds of tinsmithing. Undertaking receives special attention."

WAS JUST PEACEFUL

A fat colored woman was in court in Georgia for throwing a skillet at her neighbor's husband.

"Why did you strike this man?" asked the judge.

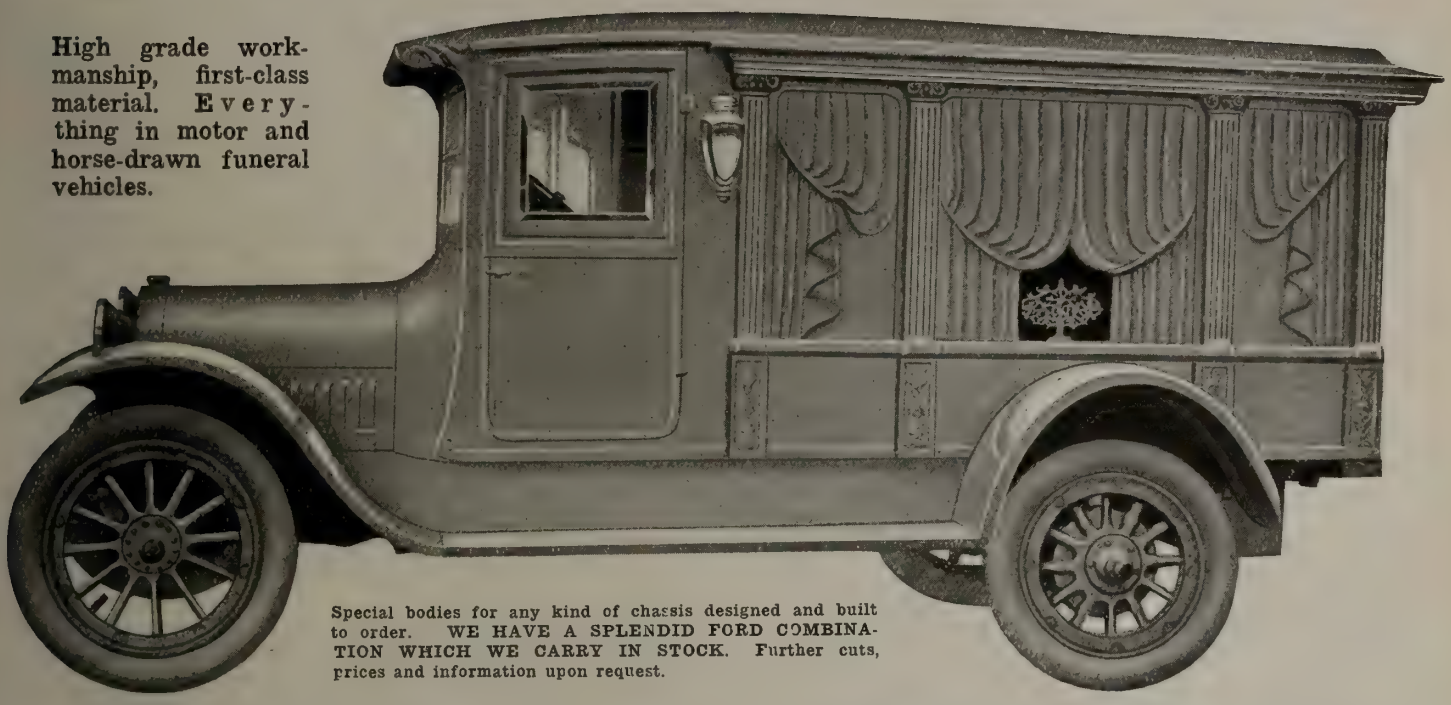
"We was discussin' the war, Jedge, and wuz talkin' about dem Germins and Frenchmen and Alleys an' he said I was a neutral. I couldn't jes' stan' for bein' called one of them critters, and I up an' hit 'im."

"So you are not neutral?" observed the judge.

"Na, sah, I's jes' a peaceful like culled lady."

QUALITY — FIRST

High grade workmanship, first-class material. Everything in motor and horse-drawn funeral vehicles.



Special bodies for any kind of chassis designed and built to order. WE HAVE A SPLENDID FORD COMBINATION WHICH WE CARRY IN STOCK. Further cuts, prices and information upon request.

A. B. GREER & SON - LONDON - ONTARIO

MANUFACTURERS OF MOTOR AND HORSE-DRAWN FUNERAL EQUIPMENT

Questions and Answers on Circulation and Embalming

1. What is the vascular system? (a) What is the office of the arteries and how are they constructed? (b) What are capillaries? (c) What are veins? (d) What is their office and how are they constructed? (e) What are lymphatics?

Answer—Vascular means "pertaining to vessels," and the vascular system consists of arteries, veins, capillaries and lymphatics.

(a) The arteries carry nutrition to all parts of the body, with the exception of the pulmonary artery, which carries the impure blood to the lungs for aeration.

The arteries are made up of three coats: Internal or endothelial coat (tunica intima), middle muscular coat (tunica media), and external connective tissue (tunica adventitia).

(b) Capillaries are a network of vessels of minute size which pervade nearly every tissue of the body. They are the ending of the arteries and the beginning of the veins.

(c) Veins are collapsible tubes to carry impure or venous blood to the heart, with the exception of the pulmonary vein, which carries aerated blood from the lungs to the left auricle.

(d) The veins carry impure or venous blood from the body to the heart. Veins are made up of three coats very similar in construction to the arteries, but are provided with valves, which prevent the reflux of the blood.

2. What is the function of the heart? (a) Name the different valves of the heart and tell the functions of each. (b) Why are the semilunar valves important to the embalmer?

Answer—The heart is the principal organ of circulation and propels and receives the blood to and from all parts of the body.

(a) The tricuspid valve, located between the right auricle and right ventricle, prevents regurgitation.

The pulmonary semilunar valve is found at the origin of pulmonary artery—prevents regurgitation.

The Thebesian valve is found at the coronary sinus, guarding the opening betwen the cardiac veins of heart and right auricle.

The bicuspid or auriculo-ventricular valve is found between the left ventricle, and prevents regurgitation.

The aortic semilunar valve marks the origin of the aorta at left ventricle, and prevents regurgitation.

(b) They close, preventing the fluid passing into the ventricles, forming a resistance and giving one of the central points of pressure.

3. Begin with the right auricle of the heart and trace the blood until it returns back to the right auricle. (a) How many kinds of blood do we come in contact with during the complete circulation? (b) Name the principal arteries used by the embalmer and give the location of your incision.

Answer—From the right auricle the blood passes through the tricuspid valves to the right ventricle, and from there through the pulmonary semilunar valves into the pulmonary arteries to the lungs, where it is aerated or purified, and then received by the pulmonary veins, and conveyed to the left auricle, from

there through the bicuspid valves to left ventricle, through aortic semilunar valves to aorta, where it is taken to all parts of the body by the aorta and its branches, and brought back by the superficial and deep veins of the body to the right auricle by the superior and inferior vena cava as venous blood.

(a) Two—pure blood and venous blood.

(b) Carotid—a circular incision from sterno-clavicular articulation, to sterno-clavicular articulation.

Axillary—in lower third of its course.

Brachial—in middle third of its course, or four inches above the bend of the elbow on the inner side of the arm.

Femoral—in upper third of Scarpa's triangle, just below Poupart's ligament.

4. Into how many systems are veins divided? State briefly the office of each system.

Answer—The veins are divided into the pulmonary, systemic and portal systems; the pulmonary being an appendage of the portal system. The portal collects the blood from the digestive organs, and it is conveyed by the portal vein the liver, where the composition of bile undergoes a change. The blood is then received by hepatic veins, and carried to the inferior vena cava. The systemic veins from the lower portion of the body empty their blood into the inferior vena cava, and the systemic veins form the upper portion of the body to the superior vena cava.

The pulmonary system has two from each lung, and carries pure blood to the left auricle.

5. Describe the inferior vena cava and name the veins that unite to form it. (a) Describe the superior vena cava and give the branches that form it. (b) What veins have the most valves, the upper or lower?

Answer—The inferior vena cava returns to the heart the blood from all the parts below the diaphragm, and is formed by the right and left common iliacs, and the common iliacs are formed by external iliacs (which is made up of the veins from the lower limbs). The internal iliacs (this is formed by the veins from the pelvis).

(a) The superior vena cava receives the blood which is conveyed to the heart from the whole of the upper half of the body. It is a short trunk varying from two and one-half inches to three inches in length and is formed by the right and left innominate.

(b) Valves are very numerous in the veins of the extremities, especially the lower extremities, these vessels having to conduct the blood against the force of gravity. A few valves are found in the spermatic vein, and occasionally a few in vena azygos and intercostals. Valves are absent in very small veins (less than 1/12 inch in diameter), hepatic veins, portal vein and most of its branches, renal, vena cava, uterine, ovarian, pulmonary, umbilical and its branches.

6. What are lacteals? (a) What is the thoracic duct? (b) What is the right lymphatic duct?

Answer—The lacteals are the lymphatic vessels of the small intenstines, and differ in no respect from the lymphatics, excepting that they contain milk-white fluid, called chyle, during the process of digestion, and convey it into the blood through the thoracic duct.

(a) The thoracic duct is a canal which ascends from the receptaculum chyli to the junction of the left subclavian and left internal jugular veins. It acts as a channel for the collection of the lymph from the portions of the body below the diaphragm, and from the left side of the body above the diaphragm.

(b) The right lymphatic duct is a short trunk about one-half an inch in length, it terminating in the right subclavian vein at its junction with the right internal jugular vein. Its orifice is guarded by two semilunar valves, which prevent the passage of venous blood into the duct. It receives the lymph from the right side of the head and neck, the right upper extremity, and the right side of thorax and its organs.—Prof. Albert H. Warsham, Embalmers' Monthly.

GREER MOTOR HEARSES IN DEMAND

A. B. Greer & Son, London, Ont., report splendid business just now. This firm is constructing at present motor hearses for Sutton & Sons, Windsor; Thompson Furniture Co., Belleville; Phippen & Simpson, Sarnia, and G. L. Phillips, Sarnia.

UNDERTAKER SOOTHES HORSES WITH MUSIC

An undertaker at Waukesha, Wis., has placed a piano in the stable back of his undertaking establishment for the sole accommodation of his horses. Mr. Biggs said, when he read a few months ago about a phonograph being used in a chicken coop to make chickens lay, he discredited the report, but now he has been convinced that music has a soothing effect on animals. One of the men employed at the stables plays the piano proficiently and he verified Mr. Biggs' statement that when the horses come in from a funeral procession, with their nerves at high tension, they immediately become calm and complacent when they hear the soothing strains of a popular waltz. Mr. Biggs says he is thinking of placing a musical instrument in the stable on his farm northwest of the city, with the belief that it may have some effect on his cows when the milking hour approaches.

HINTS FOR THE EMBALMER

Carbolic acid, except in a pure state, has extremely little value. In the pure form it acts as a corrosive agent which destroys all the tissue that it comes in contact with.

Taking the blood out of the arteries first gives your fluid a chance to reach the capillaries. Taking it out of the veins insures you of better cosmetic results and no tissue gas.

Of the blood that cannot be removed from the body, one-fourth is the portal circulation, one-fourth remains in the arteries, capillaries and veins, one-fourth has already escaped into the tissues.

Saltpeter does induce a better color of muscular tissues, but does not have the same effect upon the skin. It is a good adjunct to an embalming fluid because it is a good preservative.

There are seven hundred and fifty red blood corpuscles to every white one in your body except when there is infection or pus formation; then the ratio of white ones increases materially.

FURNITURE TRAVELLERS NOTE HAMILTON PICNIC

The Associated Furniture Dealers of Hamilton, and the travellers, have decided to hold their annual picnic at Hamilton Beach on Wednesday afternoon, July 18th. Great pains are being put forth to make this picnic a huge success. Application for tickets may be made to the secretary, Kirk H. Green, of the Green Furniture Company. Furniture travellers are asked to send their names and addresses to the secretary on or before May 28th.

HARD ON EGYPTIAN EMBALMING

Dr. W. J. O'Sullivan, sanitary expert, of New York, declared at a legislative committee hearing in Albany, last month, that scientists are now taking cultures from mummies buried four thousand years ago and that the mummies contain pathogenic germs in a state of hibernation. "Imperial Rameses, for instance," he is reported as saying, "could give us typhoid fever today."

This is very interesting, comments The Casket, and if we accept it as being true what becomes of the wonderful Egyptian embalming, of which newspaper and magazine writers always speak in awe-stricken terms? Many times have we denounced it as a barbarous humbug, for the climate of Egypt and not the misnamed skill of the Egyptian embalmer kept the mummies for ages. And to appear to do a difficult job these ancient butchers eviscerated the bodies of the dead, drew out their brains with hooks and committed other atrocities which would secure jail sentences for them in this country. They pickled what was left of the remains and then stuffed spices and drugs into the cavities, but none of these had any disinfecting or sterilizing value, if what Dr. O'Sullivan told the legislators at Albany, in the hearing on New York's water-supply, is true.

LEADING TORONTO UNDERTAKER PASSES

One of Toronto's leading undertakers for the past 30 years in the person of Ben. D. Humphrey, died at his home in that city last month after an illness of three years. Mr. Humphrey, who was widely known throughout Ontario, was born in Whitby, Ont., coming to Toronto at the age of 18, and for many years conducted an undertaking establishment at 321 Yonge street, later moving to the present office at 1058 Yonge Street.

Mr. Humphrey was well known in fraternal circles, being a member of the Knights of Pythias, Ancient Order of Foresters, the Masonic Order, the Orange Order, and Sons of England. He was also an enthusiastic fisherman, huntsman, and horseman. He is survived by a widow, Josephine Pearson; one daughter, Ruth B.; five brothers, Caleb, Julian A., James, Thomas, Albert E., and one sister, Mrs. John Wilkinson, all residing in Toronto. The funeral was attended by many of his confreres and friends, fully a hundred carriages being in the cortege. Interment took place at Mount Pleasant Cemetery.

Rev. Dr. J. H. Hazelwood, assisted by Rev. E. B. Lanceley, pastor of Central Methodist Church, conducted the services at the residence and graveside. In referring to Mr. Humphrey, Dr. Hazelwood, speaking as a friend of ten years' acquaintance, paid a tribute to his geniality and brotherhood. He spoke feelingly of Mr. Humphrey's conscientious devotion to duty and his love for his home, family, and friends.

A WESTERN VISITOR

George Speers, one of Regina's leading undertakers, was within the past month a visitor to Toronto. It is about ten years since Mr. Speers located in the West, and eight or nine since he last visited Ontario. Last summer, at the annual convention of the Saskatchewan Association, Mr. Speers was honored with the presidency of that organization. He is a brother of Wm. Speers, funeral director, Dundas Street, Toronto, with whom he visited while in the city. While in Toronto Mr. Speers also purchased a motor funeral car for his business in Regina.

WOMAN GIVEN MILITARY FUNERAL

With full military honors, the funeral of Miss Constance Seymour, youngest daughter of Lord Ernest Seymour, and granddaughter of the fifth Marquis of Hertford, took place recently, Feb. 14th at Aldershot. Miss Seymour had been acting as probationer nurse at the Connaught Military Hospital, where in the course of her duty she contracted spotted fever. She was taken ill, and in spite of all that could be done she died in the hospital. The high esteem in which she was held was evidenced at the funeral, eight senior officers of the R. A. M. C. acting as bearers, while the band of the corps headed the cortege from the hospital to the cemetery. All the nurses who could be spared and members of the R. A. M. C. followed the gun-carriage on which the coffin was carried, and a firing party of the corps attended. After the body had been committed to the ground three volleys were fired over the open grave, followed by the "Last Post."

PROVIDE INTERMENT FOR OUR SOLDIERS

His Excellency the Duke of Devonshire has cabled Colonial Secretary Long thanking the Imperial Government for its decision to provide interment in single graves for Dominion officers and men dying in the Old Country. The message says:

"My Government desire for themselves and on behalf of our soldiers overseas and of the people of Canada as a whole to acknowledge the fine spirit which actuated his Majesty's Government in proposing to provide interment in single graves for all Dominion officers and men dying in the United Kingdom. No act could more deeply touch the heart of Canada, and the knowledge that the graves of our overseas soldiers are under the perpetual care of the Motherland will constitute an enduring bond of intimate family relationship between us.'

ODD BREAD AND CHEESE CUPBOARD

A writer in a church magazine once found in a collier's cottage, in England, a coffin used as a bread and cheese cupboard. Notwithstanding his wife's remonstrance, he told the story of the coffin as follows:—

"Eighteen years ago I ordered that coffin. The wife and me used to have a good many words. One day she said, 'I'll never be content till I see thee in thy coffin.' 'Well lass,' I said, 'if that'll content thee it'll soon be done.'

"Next day I gave the directions to have the thing made. In a few days it came home, to the wife's horror. I got into it and said, 'Now, lass, are thee content?' She began to cry and wanted the 'horrid thing' taken away. But that I wouldn't allow. In the end she got accustomed to seeing it, and as we wanted to turn it to some use we had some shelves put in and made it into a bread and cheese cupboard. We have never quarreled since it came."

A little better service every day you stay in business is going to mean in the end the best trade of the town coming your way.

Early Days of the C. E. A.

Following last month's instalment of the By-Laws of the Canadian Embalmers' Association, we give in this issue the concluding articles of the original draft as adopted by that body.

Article 25. A suspended member can only be reinstated by the payment of such fine as may be imposed by the Executive Committee, and by giving evidence of his intention to faithfully uphold and maintain all rules and regulations adopted by this Association.

Article 26. Any manufacturing establishment of caskets, coffins, and undertakers' supplies, or jobber of same of every name and nature, who shall, after due notice, sell, or offer to sell any of their goods to a suspended or expelled member of this Association, who has violated the By-Laws, shall receive the merited rebuke from the members of this Association by withdrawing their patronage.

Article 27. Members of this Association will not deal with any manufacturing establishment or jobber of undertakers' supplies who sell goods to private citizens or persons not members of this Association acting in an un-professional way, provided they do not desist after being notified by the Secretary to do so.

Article 28. Members of this Association shall not purchase undertakers' supplies from jobbers, or from those who do not belong to the Burial Case Associations.

Article 29. All members are forbidden to sell, hire or lend any articles in our line of business to any undertaker for use within the jurisdiction of this Association, unless he be a member hereof, in good standing and was engaged in the undertaking business prior to the 3rd day of July, 1884, under a penalty of twenty dollars.

Article 30. In order that every member shall feel himself at liberty to discuss any questions coming before the Association, fully and freely, and without reserve; it is hereby understood and agreed to, that all such discussions shall be considered of a private nature, and any member who shall be found guilty of divulging any of the private business, or discussions; or affairs of this Association; excepting such as are proper to be made public, shall, if convicted after a fair trial, be fined, reprimanded, or suspended, as the majority of this Association shall determine, at any annual meeting.

Article 31. This Association shall have charge of and general supervision over all local and county Associations which may be formed under the rule of this Association; and shall decide all disputed questions arising in such local or district Association.

Article 32. Every member on his admission to membership, shall sign a promise to abide by the Constitution and By-Laws of this Association and pay all legal demands against him, so long as he shall remain a member.

Article 33. Every person or firm, on his or their being admitted to membership, shall pay his or their Annual subscription previous to his or their name being entered on the roll of members.

Article 34. The fee for admission to membership shall be two dollars up to January 1st, 1886, after which date it shall be twenty-five dollars.

Article 35. The annual subscription shall be two dollars, and any member in arrears for dues over one year, or having any fine standing against him over thirty days unpaid shall be suspended, after due notice by the Secretary, until all claims this Association may hold against him shall have been paid.



Funeral car built by Chris. Dreisinger, of Elmira, Ont., for his own business. Chris. is quite a handy man, say the travellers who make Elmira on their trips.

Article 36. Any member in arrears for dues, or having any unpaid fees or penalty recorded against him is not entitled to vote or take part in our meetings until all arrears shall have been paid.

Article 37. All rules that may now or hereafter be adopted for the government, benefit or policy of this Association shall be considered as part of the Constitution and By-Laws, and shall be respected and enforced as such.

Article 38. Not less than twenty-five members in good standing shall constitute a quorum for the transaction of business.

Article 39. These By-Laws can only be altered or amended by a two-third vote at any annual meeting.

AN IDEAL FUNERAL CAR

Before placing your order for a motor vehicle write us for prices. We build to order or will submit original designs.

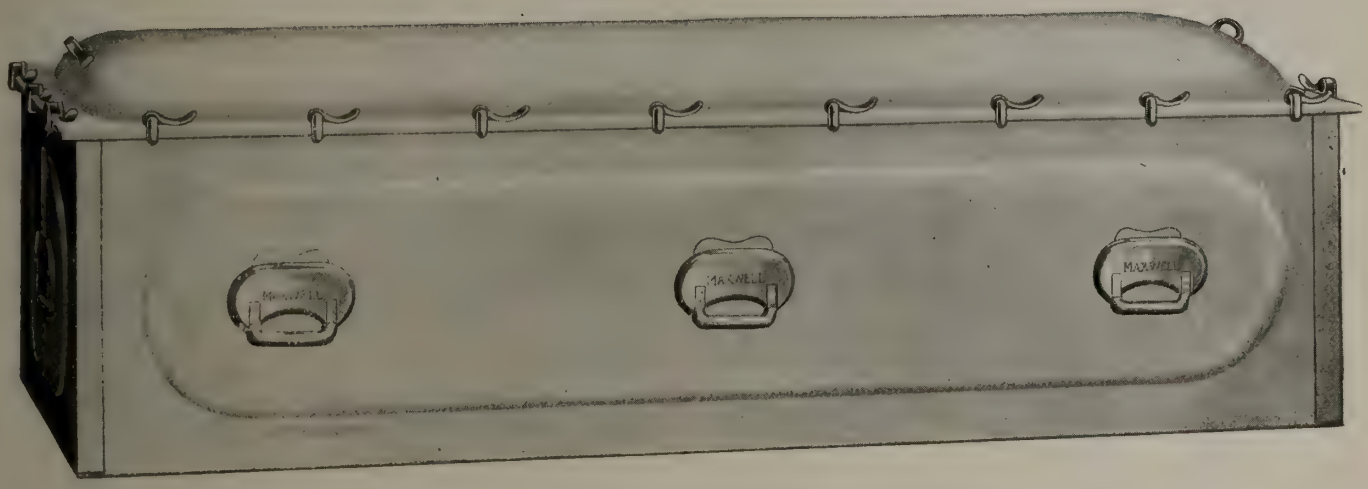
We also manufacture Undertakers' Carriages, Motor Wagons, etc.

WM. H. WATTMAN

237 Mutual Street TORONTO, Ontario



Maxwell Sanitary Steel Vaults



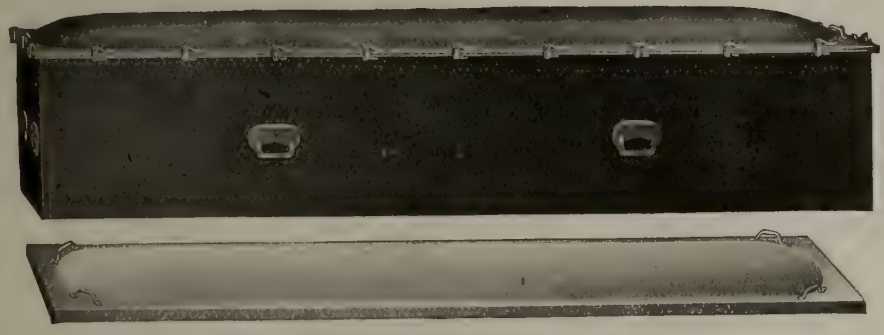
Our Customers are Assured of Superlative Quality and Prompt Delivery.

Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned. Design and Construction Unequaled.

Carried in Stock by All Leading Jobbers.

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $25.00; Without Tray $23.00; Tray Alone $4.00

Sold by all leading jobbers. Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

The Funeral Director's Lady Assistant

By Mrs. W. D. Jones
Before the Washington State Convention.

I BELIEVE that the lady assistant has a great duty to perform. There is work she can do that the undertaker himself cannot well do. For a number of years I have assisted my husband in the undertaking business, and we find that we are a great help, one to the other. I go with him on most every call, especially when it is for a lady or children, but even when it is for a man I find that I am a great help. We have learned to understand one another, and we can do the work much more rapidly and much more quietly when we work together. In the case of a lady there is usually some woman who will gladly assist, which leaves my husband free to make the funeral arrangements with the family. By that time I have washed the remains and placed the napkin upon her, and we proceed to do the embalming. All we call for is a basin and some water. We always carry our own sheets, towels, napkins, etc.

The lady assistant can be very helpful in the way of combing the hair and in using dermasurgery or cosmetics. I find that so many undertakers are so very careless in placing the body in the casket. It is our aim to make the body appear to be resting just as comfortable as possible.

I also find that the lady assistant can so many times assist the bereaved ones in arranging their clothes or in doing shopping for them. The lady assistant should possess a spirit of sympathy and helpfulness; she should, at all times, show her sympathy to the bereaved ones. If I come in contact with anyone in sorrow or trouble my greatest trouble is to keep back the ever-ready tears of sympathy, and sometimes I feel if I could only steel myself against this feeling of sympathy it would be better, at least, for me.

And there is the spirit of helpfulness. You can in so many ways render help to those in mourning, for at this time those who have lost a dear one are the most helpless, and they ask your advice on so many things, such as to what kind of burial robe to select; if it is necessary to have slippers or shoes, and what color is suitable; about the flowers and how many, etc. The lady assistant can be of much comfort to them at this time.

I find in this work that people have such a horror of the dead, and I am often asked, "Do you like to care for the dead, and how can you touch a dead body?" I reply that I like to do it, and as it is necessary for someone to do this work I always try to do the very best possible, so that their loved ones may look as natural and life-like as possible, and the many thanks I receive pays for the work. There are so many things that the lady assistant can do, and I find that I am well paid for any little thing that I might do for the relatives and family of the dead.

To show you how these things work out I will refer you to a case we had within the past month. We were called about noon to an adjoining town to embalm a lady to be shipped back to the East. One of the daughters of this lady lived in Spokane, and she hesitated for some little time in calling us. She was afraid that the undertaker in a small town could not do the work like those in a large city. But her sister insisted on calling us, as also did the local undertaker. After we called we proceeded with our usual method. In the meantime they informed us that they would comb the hair of their mother, and we said "Very well," but about the time we were ready to leave for home this daughter said: "You have been so kind to my mother; will you please help me fix her hair, and please stay and place my mother in the casket?" Now I feel we had done our full duty in carrying out their wishes. I am confident in my mind that the lady assistant had a great deal to do with winning those people.

I also find that the lady assistant can be of great help on the day of the funeral. She can be at the home to receive the friends and to receive the flowers, and when we have a church funeral, while the undertaker is placing the casket in position in the church, she can seat the relatives and friends, for in many of the little towns we do not have ushers, as in the large cities.

I am often surprised at the fact that so many undertakers' wives do not take an interest in the work. The lady assistant in order to do efficient work should be the wife of the man who conducts the business. She also should be a licensed embalmer, as sometimes she is called on to do the work of embalming when the men are absent. She should be a true Christian, as that is the type of woman that appeals to men and women at this crisis in their lives.

THIS IS GOING SOME

Because Furniture World and The Undertaker did not vouch for "that fish story" told by Bob Flint and Jack McLaughlin, of the Central Casket Co., and published in last month's issue, Norman Craig says it should be taken with a grain of salt. But Norman tells us this as a real true yarn:

While on a visit down South some little time ago he overheard two negro roustabouts, who were continually bragging about their ability as long distance swimmers, so Norman got up a match. The man who swam the longest distance was to receive five dollars.

The Alabama Whale immediately stripped, on the dock, but the Human Steamboat said he had some business and would return in a few minutes. The Whale swam the river four or five times for exercise, and by that time the Human Steamboat returned. He wore a pair of swimming trunks and had a sheet iron cook stove strapped on his back. Tied around his neck were a dozen packages containing bread, flour, bacon and other eatables. The Whale gazed at his opponent in amazement.

"Whar yo' vittles?" demanded the Human Steamboat.

"Vittles fo' what?" asked the Whale.

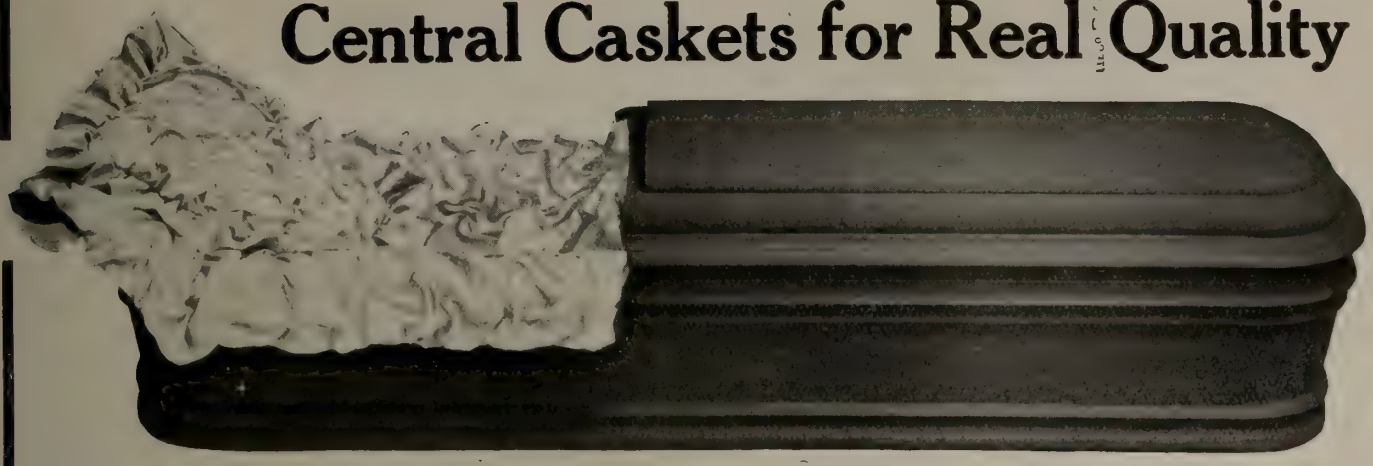
"Don't yo ask me fo' nothin' on de way ovah," warned the Steamboat. "Mah fust stop is New Yawk, an' mah next stop is London."

Whose is the next yarn? It must be a good one to get space here, and of course must be vouched for.—Editor.

BRANDON UNDERTAKERS BUY AUTO CAR

One of the finest auto funeral cars in Western Canada has been purchased jointly by Macpherson & Bed ford and Campbell and Campbell, of Brandon, Man. The horse is considered a thing of the past in that progressive city, and to be abreast of the times the leading funeral directors there wanted to have the latest and the best equipment.

Central Caskets for Real Quality



No. 300 Elliptic Half Couch Casket

There is a touch of distinctiveness and artistic beauty found in the Central Line that makes its own appeal to your trade. Better carry these quality goods in stock, especially when they cost no more than the ordinary kind.

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Bridgeburg, Ont.
Telephone 126

R. S. Flint, 221 Fern Ave., Toronto
Telephone Parkdale 3257

SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted **DIOXIN**, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He **KNOWS** that he has the Best Fluid in the world and he will tell you **WHY**.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using **DIOXIN**.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit **DIOXIN** Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out **DIOXIN** as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that **DIOXIN IS** the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before **DIOXIN** will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

Science in Operating

By Chas. O. Dhonau
From the Cincinnati College of Embalming and the Pathologic Institute of the Cincinnati General Hospital.

(Continued from last month)

We use capillary washes to check the first of the several chemical changes necessary to produce a blood clot. When the process of producing a blood clot has progressed past the first chemical change, we know that our treatment has been delayed too long and we do not charge the capillary wash with being responsible for our inability to remove the discoloration held in by the dams in the circulation represented by said blood clots.

When we are called upon to embalm the body of a person dead of lobar pneumonia in which we expect the usual pathological ante mortem fibrinous clot formations in the carotid subclavian arteries, we do not proceed blindly and inject the femoral or axillary arteries. Instead of doing that we take up both carotids through a crescent incision, remove the clots from the arteries and then we have a free circulation in the vessels leading to the head and face. Should we, in these cases, omit the carotid injection, the only possible circulation to the face should be venous ones, in which case we would expect to flush the face.

When we are injecting fluid into an artery, and find that a white frothy substance is coming from the nose, we do not take that sign as a sign that the body has sufficient fluid. On the other hand, we know from this that the patient has an edema or dropsy of the lung, and that this edema, plus decomposition gas, has produced the froth, and that the pressure of our fluid, filling up the bronchial circulation of the lungs has caused the froth to appear at the nose. Knowing the cause of the trouble in this case, we give it a direct treatment later. The direct treatment consists of passing a child's trocar into the windpipe at the upper margin of the sternum bone, and the injection of not more than eight ounces of normal fluid, to arrest decomposition.

When we are injecting fluid into an artery, and find that a brown coffee-colored mixture appears at the mouth or nose, we do not stop our injection, the brown coffee-colored material originates from the stomach, the disturbance responsible for its appearance in the mouth being the result of the presence of ferment organisms in the contents of the stomach, gas being formed, and the later influence of the fluid pressure giving enough force to cause the material in the stomach to be discharged into the esophagus from whence it appears in the mouth. If the work is being done at the morgue, we allow this material to run freely and we do not treat the stomach directly until after the arterial injection has been completed. If the work is being done at the house, we allow the material to run freely for a time, using a sponge to control it, and later, the trocar is passed into the stomach allowing the gas to escape and thus relieving the pressure, the later injection of normal fluid directly into the stomach renders the ferment organism inactive and the process is stopped.

When we inject a thin dry body, we know that a normal fluid containing 5 per cent, of formaldehyde gas is capable of mummifying the body; desiccating it; causing it to become brown in color, and the skin to become shrunken and dry. Knowing that, we do not use a normal fluid, because preservation of a body for funeral purposes does not necessitate mummification.

(To be continued)

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CARANAC LABORATORY
Peterborough, Ontario, Canada

The Original Patented Concentrated Fluid

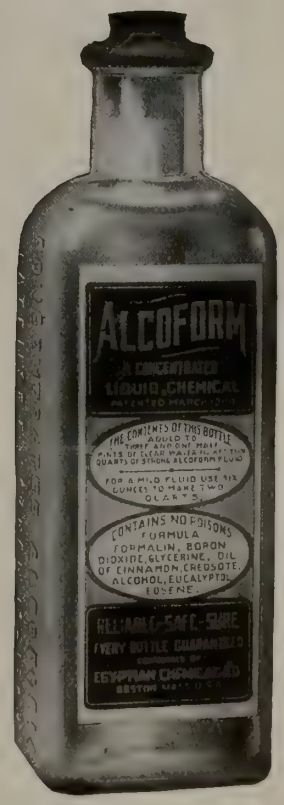
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Larger Bottles filled up with water

Egyptian Chemical Co. Boston, U.S.A

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PREPARATION FOR EXAMINATIONS

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Principal

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The Boy:—*"Mama, when I'm a man and become papa's partner in the undertaking business, I'm always going to use Champion Fluid, because I heard papa and grandpa both say that Champion always gives them better results than any other fluid."*

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Makers of Bedsteads and Bedding

MONTREAL

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Vol. 7 No. 6 JUNE, 1917

Canadian FURNITURE WORLD AND THE UNDERTAKER

Published by the Commercial Press, Limited, 32 Colborne Street, Toronto

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ATTRACTIVE IN FINISH

WILLIAM AND MARY DESIGN

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This high quality insures the dealer of satisfied customers, and adds prestige to his business.

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The George McLagan Furniture Co., Limited

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—by stocking imitations of KIDDIE-KARS, all of which infringe our patents. KIDDIE-KARS are fully protected by Canadian Pioneer Patents: Design Patent issued December 30th, 1916; Mechanical Patent, April 3rd, 1917.

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Sole Canadian Rights

Tennessee Cedar Chests

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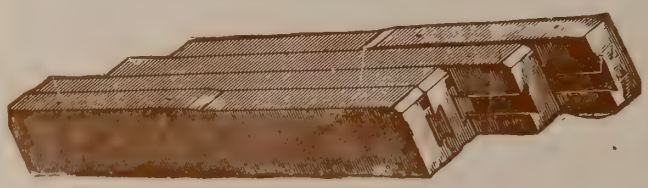
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Every Woman Wants One

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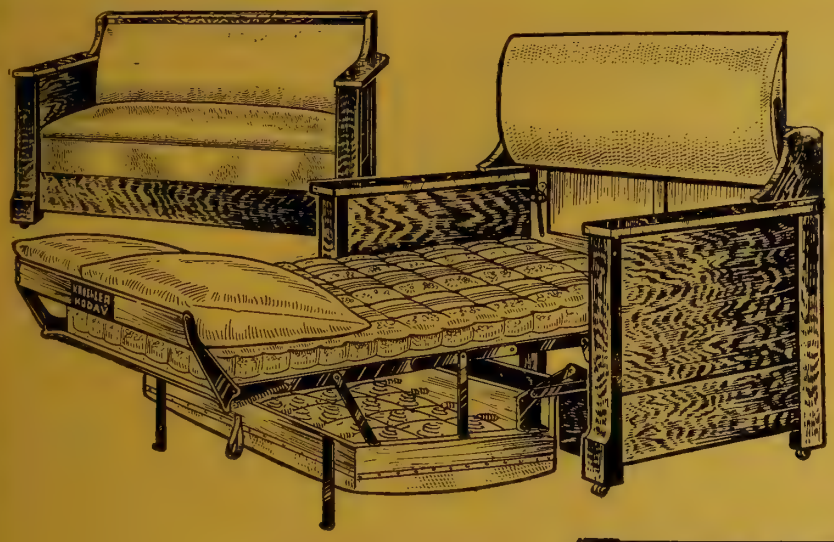
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Stratford Ontario

MADE IN STRATFORD CANADA



Style 700

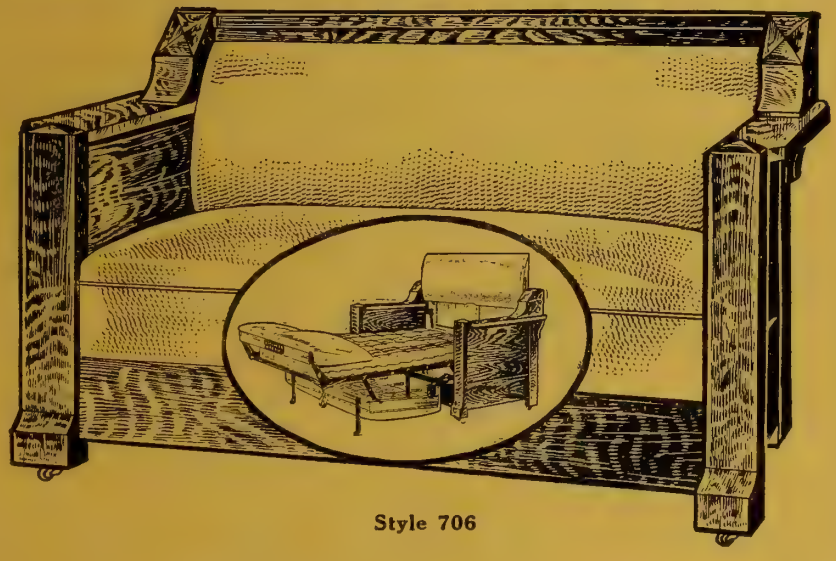
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Why Not Share in Our Profits?



Style 706

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MADE IN STRATFORD CANADA



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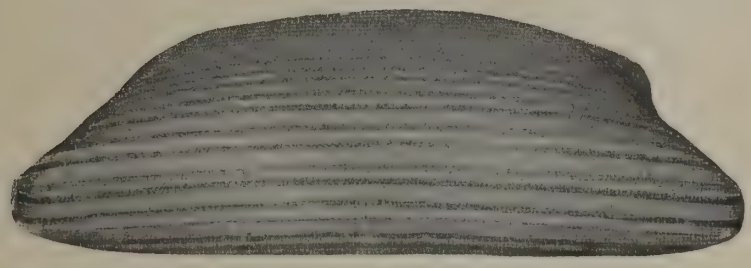
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KAPOK

THE FASTEST SELLING

MATTRESS



Above is shown a Mattress prepared for tufting and finishing. It is shown as 36 inches thick through the middle, and when it is compressed to 6 inches, as when finished, some idea can be had of its elasticity.

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"KAPOK," otherwise known as the Queen of Bedding Material, is positively the lightest, softest and most durable and comfortable mattress known to the bedding industry.

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Owen Sound, Ontario

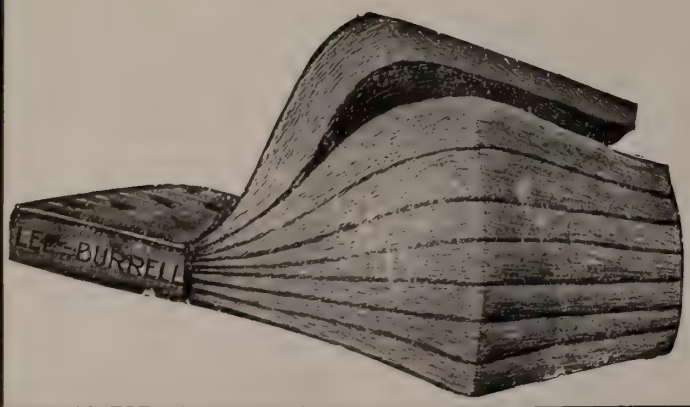
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Made up in layers of pure, resilient cotton felt, and encased in a strong attractive ticking.

These mattresses are absolutely sanitary and durable, and the methods adapted in "Make Up" ensure the maximum comfort.

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Order your mattresses from

The Standard Bedding Co.

27-29 Davies Ave.

TORONTO, ONT.

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July, 1917

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held at our

Toronto Showrooms
136-140 King Street East

It will pay you to call and see our new lines before purchasing or loading up with FOREIGN-MADE GOODS at much higher prices.

BUY CANADIAN GOODS

Keep your money at **home.** Canada needs both **money** and **men.** It is a good policy at any time, but especially good just now.

Call and see what we have to offer.



ONLY EXCLUSIVE PERMANENT WHOLESALE FURNITURE SHOW ROOMS IN CANADA

CANADA FURNITURE MANUFACTURERS LIMITED

WOODSTOCK, ONTARIO

TORONTO FURNITURE CO. TORONTO, CAN
T FTC F SHOP MARK C

Popular Priced

High Grade

Correct Period

Dining Room

and Bed Room

Furniture

Factories and Show ooms for the trade only Dufferin St. Toronto.

CRAFTSMAN QUALITY

DU PONT FABRIKOID

REG. U.S. PAT. OFF.

SELLS FURNITURE

It is the one pledge of quality that every buyer recognizes. He knows the whole piece is perfect if the upholstery is

Craftsman Quality Fabrikoid

If you want this endorsement for your furniture use CRAFTSMAN QUALITY FABRIKOID *and say so.* Attach a Craftsman Quality Tag to every piece you ship out and link up with the largest and most productive advertising campaign ever undertaken for an upholstery fabric.

You will find satisfaction, profit and prestige in offering a product to the trade with

CRAFTSMAN QUALITY—QUALITY TAGS

Du Pont Fabrikoid Co.
Wilmington, Del.

FACTORIES: Newburgh, N.Y.
Fairfield, Conn. Elizabeth, N. J.
Toronto, Ont.

For The June Bride

She will be the recipient of many handsome gifts from her friends. Nothing could be more appreciated than this handsome Pedestal, which is 36" high and has an oval top 12"x16" and is finished in Oak or Mahogany. This will appeal to eye and purse and will reap you a nice profit on your turnover.



No 121 Pedestal

Immediate Shipment

ORDER NOW

NET PRICE $4.50

The Elora Furniture Co., Limited
Elora, Ontario

LAWN CHAIRS

Rocking and Folding combined. The first improvement of many years on a folding chair.



Patented Feb. 8, 1915 *Sold everywhere*

For prices write to

J. E. BEAUCHAMP & COMPANY
Head Office, Montreal

AGENTS { Hardware Specialties Limited. Vancouver
W. J. Grant, Toronto
J. Pouliot, Montreal
T. A. Corley & Son, Winnipeg.

The Gold Medal Line

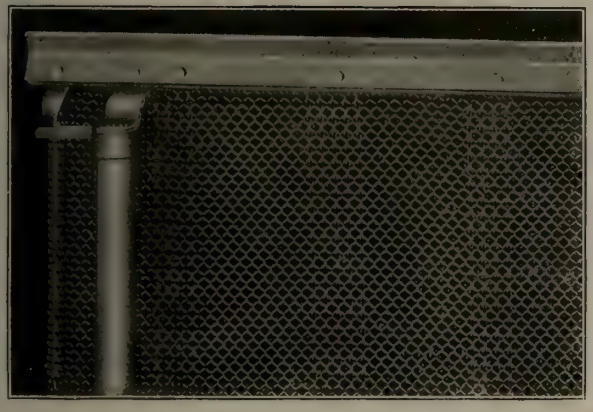
SPRING TIME IS BED SPRING TIME

We are extremely busy in our Bedding Department and dealers are advised to anticipate their requirements ahead so as to avoid delay and disappointment in deliveries.

HERCULES

REGISTERED

BED SPRINGS



Many years of test has put the stamp of public favor and confidence on the celebrated guaranteed

"HERCULES"

(Reg. Trade Mark)

"PURITY"
(Registered)
Mixed Mattresses and White Cotton Mattress.

"Gold Medal" Felt Mattresses



Manufacturers of Parlor and Living Room Furniture

The Gold Medal Furniture Mfg. Co.

Limited

Head Office : Van Horne St., Toronto *Factories also at* Montreal, Winnipeg and Uxbridge



Why Most Buyers Come to the Chicago Market!

The latest ideas in modern furniture are always shown in Chicago. A complete range of quality and value is represented here. From the cheapest furniture obtainable—through the medium grades—to the highest class. And the biggest values shown to the retail trade will always be found in Chicago.

2,776 Buyers Were Here Last January

Here's Why They Came ---

More Lines to Pick From

There are a greater number of representative manufacturers exhibiting in Chicago than in any other market.

Greater and Better Buildings

The unequalled number of modern buildings promote larger and better display by manufacturers, and facilitates buying.

Newest Merchandising Methods

A splendid opportunity to see what the big stores are doing, is afforded you when you come here. The new things in window trims, store decorations, lighting, delivering, everything you are vitally interested in. You can get these suggestions from the big retail stores in Chicago.

Comparing Methods

You will meet more men in the furniture business here than you will in any other market. Talking and comparing notes with these men is worth money to you.

The Furniture City of the World

Chicago, today, produces more furniture than any other city in the world. More furniture is shown and sold here than in any other city. It is the *one* real furniture market.

Ideal Transportation

The twenty-eight railroad systems running in and out of Chicago, provide ideal transportation to every state in the Union.

Reduced Freight Rates

The mixed car and pool car service running out of Chicago, cuts freight rates materially.

A True Summer Resort

After the day's work you can have amusements innumerable. The parks are cool and refreshing on the warm summers evenings. The amusement parks—the summer gardens—a ride on Lake Michigan—the roof gardens—and the theatres. Chicago certainly holds forth more in the way of amusement.

BIG UP-TO-DATE HOTELS

There are any number of fine big modern hotels for you to pick from. Your room is your own—there is never a need of "doubling up". You need not fear that.

Come to Chicago in July—come where the majority of exhibits are—come where you can have good accomodations. Bring your wife, she'll enjoy Chicago. Make up your mind to be here in July.

Chicago Exhibitor's Association

1319 Michigan Ave. **Chicago, Illinois**

Write for the Official Guide

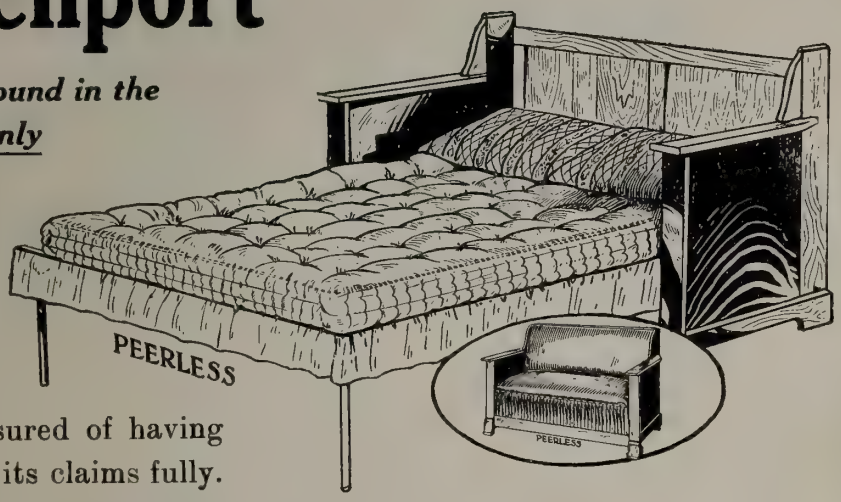
A buying guide of big value to every retailer, whether coming to the exhibition or not—FREE. Your name brings it! Address

C. S. WHALEN, Secretary
1319 Michigan Ave. Chicago, Ill.

The *PEERLESS* Divanette and Davenport

Note 3 Essential Features found in the "Peerless Make" Only

1. Operated by one continuous movement.
2. Contain a full-size layer felt Mattress.
3. Upholstering all hand-made, making their duration two-fold.



No. 102—2875

When selling our line, you are assured of having the "Peer," as it will back-up all its claims fully.

MANUFACTURED BY

SANITARY BEDDING CO., LIMITED

191-193 QUEEN STREET EAST, TORONTO

OUR NEW LINE

Eight Pictures of Historic Interest in France and Belgium

Courtrai—Ypres—Malines—Dixmude—Ghent—Bruges—Antwerp

On sale by

THE BIG CANADIAN MOULDING HOUSE

MATTHEWS BROS., LIMITED

788 DUNDAS STREET TORONTO, CANADA



We're still busy; but we can promise you quick delivery if you send your order in at once.

Make a seasonable window while you're at it

Put in a few Peerless Folding Tables as a reminder to those who are preparing for the yearly hike to the summer cottage, the camp and also to those no less comfort-loving stay-at-homes who take their pleasures on the spacious verandah or in the shade of the old apple tree. You know full well the various uses to which a

PEERLESS FOLDING TABLE

can be put. Make your window displays suggest these uses to your customers and others.

Hourd & Co., Limited *Sole Licensees and Manufacturers* Dept. W. LONDON Ontario

"1319"-Chicago

The Big Building

JULY EXHIBITION

THIRTY-SECOND SEASON OPENS JULY 1st

Furniture Buyers will See Here the Largest Exhibition of Standard Popular-Demand Lines of Furniture in America

CHICAGO IS PREPARED



TO HANDLE THE CROWD



Manufacturers' Exhibition Building Co.

1319 Michigan Avenue, Chicago



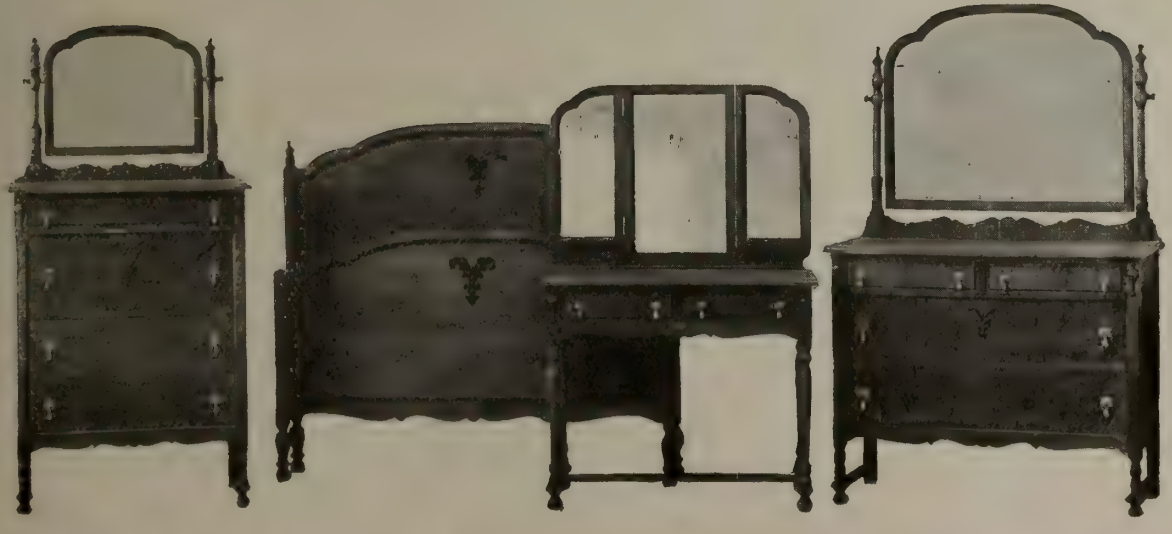
Have You Seen Their Equal?

The Test of every new piece of Furniture is the Repeat Business. Both of these suites will be seen in nearly every store this season. But repeat orders show they don't stay long.

LOOK

The above suite in Ivory, Walnut and Blended Mahogany on Birch is an exceptional seller, with the *William and Mary suite shown below* in Mahogany and Walnut Finish not far behind.

Bedroom Furniture is only a small portion of the *"Meaford Line,"* which represents Dining Room Suites, Wardrobes, Medicine Cabinets, Hall Racks, Seats, Mirrors, Desks, Bookcases, Library Tables and Centre Tables, and Jardiniere Stands.



The Meaford Manufacturing Co., Limited

Meaford Ontario



No. 561

TILT-TOP TWINS are good dependable merchandise. Their reputation for steady sale is based upon a reliable standard of quality, with prices low enough to insure ready salability.

This particular table is made with Jacobean Finish, but we have other popular individual designs to meet the tastes of your many customers. We pack our tables properly and ship according to our promises made. Write us for copy of our new catalogue if you have not already received one. It will enable you to better demonstrate and sell TILT-TOP TWINS.

CHESLEY TILT-TOP TWINS ARE GOOD TABLES

CHESLEY FURNITURE COMPANY, LIMITED

CHESLEY ONTARIO



For the Living Room

TWO SALEABLE SUITES
IN WILLIAM AND MARY PERIOD DESIGNS

These are exceedingly popular and have had great sale.

Living Room Furniture is steady, every-day saleable goods, and the splendid workmanship and finish, coupled with low prices, make

VICTORIAVILLE FURNITURE PARTICULARLY SALEABLE

VICTORIAVILLE FURNITURE COMPANY
VICTORIAVILLE, QUEBEC

For the Den





OUR No. 312 SUITE IN ELM IS A REGULAR "POT BOILER"

Goods that can be "turned over" frequently are the goods that give you your profits. Every wide-awake merchant knows this and most of our wise customers know that Knechtel No. 312 is in this class.

The principal reason for this is to be found in the neat, well-balanced design, and the next best reason is in the very popular price.

We cannot think of a store anywhere, in any circumstances that would not find this suite a good one to stock, and although our catalogue illustrates a lot of good "leaders," we think that our No. 312 should have your first consideration. Your orders will receive prompt attention.

THE KNECHTEL FURNITURE CO. LIMITED

HANOVER ONTARIO

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

D. O. McKINNON
GENERAL MANAGER

JAMES O'HAGAN
EDITOR

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States,

A Venture in June Wedding Trade

A story which recites the experience of a small dealer in his first attempt at specializing and the results in his business career which followed.

By WILLIAM LEWIS EDMONDS

WHEN Tom Kéan opened a furniture store in a little but growing town in the West, his knowledge of the business upon which he had embarked was decidedly limited. His knowledge of furniture was confined to the making of it, he having for some years been employed in a small local factory as a mechanic. As long as work was plentiful he had been satisfied to remain as such. When the period of depression set in early in 1914, and he found himself out of employment, he came to the conclusion that the best thing he could do was to go into business for himself as a retail furniture dealer. There was a small store in the town which had recently been vacated by a furniture man. This he rented, and with the few hundred dollars he had at his command, invested in a modest little stock.

While Kean knew a good deal about the manufacture of furniture he knew little or nothing regarding retail selling methods. Naturally, therefore, the business ran along in a hum-drum sort of way. He tried a little advertising in the two weekly newspapers published in the town, but it was by no means effective advertising. He also put goods in the little window which the store possessed, but as he did it without order or arrangement it could scarcely be called window dressing. In fact the window looked more like a diminutive store room than anything else.

One day in the spring of 1915, he was standing in the doorway of his store warming himself in the sunshine, when one of the travelers of his old firm came along.

"Hello, Tom, how are things going?" enquired the latter.

"Oh, not any too good."

After critically examining the window for a moment the traveler remarked in an off-handed way: "Let's go inside for a moment. I want to have a little talk with you."

The inside of the store was in about the same disorder as the window, and for a few minutes the traveler quietly walked up and down the floor examining the stock. Then suddenly turning on his heel he exclaimed:

"I hope you won't take it unkindly what I am going to say to you. But the fact of the matter is that you never will make much headway as long as you employ your present methods of doing business."

"Why, what's wrong with them?" retorted Kean.

"Well, I would rather say, what is right with them? The fact of the matter is, you have no methods."

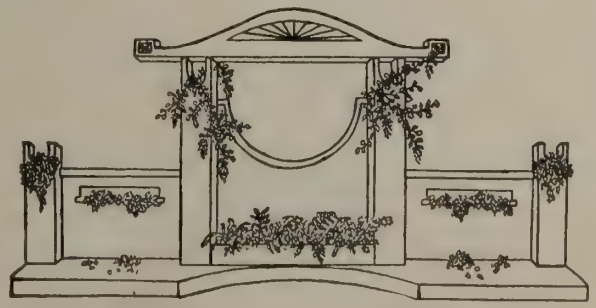
There was one thing about Kean that was always in his favor: he was willing to learn. This was an outstanding trait of his when he was a workman, and he hadn't lost it since he became a dealer. He hadn't learned much from his eight or ten months in business because he had no one to coach him.

"Well," he responded, "if you'll give me an idea what I ought to do I'll try to do it."

"Glad to hear you say that, old chap," continued the traveler. "I always had a liking for you when you were in the employ of the firm, and if I can suggest anything which will help to put your business on a better basis, why I'm at your service.

"The first thing I would do is to get your stock in a little better order. The interior of your store looks too much like a junk shop, if you will pardon me for saying so. Your window is a reflexion of the interior. Get that fixed up, too, and keep it fixed up. Your advertising, or more properly speaking, what you think is advertising, needs attention. Here is what your advertising says," he continued, as he picked up a copy of a local paper that was lying on a dust-covered table: " 'Thomas Kean, furniture dealer. Repairing neatly done.' Now, that's not advertising in the real sense of the term. It is merely a card. You want to make advertising sell goods. The best that card will do will be to give you a little publicity, whereas with the giving of a little attention to the preparation of copy, and by changing it every week, you can make even the space you occupy a selling force.

"Another thing I would suggest," continued the traveler, "is that you keep your eyes open for oppor-



Suggestive background for June wedding furniture display.

tunities to run special sales. For example, in another month or six weeks the June wedding season will be on. Why not here and now make up your mind to make a special effort to get a share of the trade which will be going at that time. If you will, I'll tell you what I'll do: I'll give you a hand in getting things in shape. What do you say?'' concluded the traveler, as he gave Kean a friendly slap on the shoulder.

''Why, there is only one thing to say, and that is, I'll try it, and particularly as you have been kind enough to offer to coach me.''

''Good,'' exclaimed the traveler. ''Now, I'll be in town for a few days next week, and then we'll start right in to see what we can do towards getting things into shape for the June wedding trade. But in the meantime you see what you can do in the way of rearranging your stock and improving your window display. In regard to your window display let me say this: don't crowd it. Try and make it as attractive as possible. After you have dressed it, go up the



All ready for the bridal breakfast. Diningroom furniture and furnishings display, suggesting wedding presents for the newly weds.

street, then back, and as you pass your store take a glance at your window and see if you think the display would arrest your attention if you were a mere passer-by. If you come to the conclusion that it wouldn't, then tear it out, and begin over again, and keep doing it over until you are satisfied. By-the-way, do you take a trade paper?'' he continued after a pause.

''No, I don't.''

''Then by all means do so. Send in your subscription to-day, and ask the publishers to send you the numbers as far back as January. That will ensure your getting all this year's numbers in which they have articles and advertisements dealing with the June wedding gift trade. Possibly I may have some back numbers at the house. If so, I'll send you down a few. Between this and next week give a close study to these papers, and you'll pick up some ideas for yourself.''

Kean did as he was instructed. He rearranged his stock, changed his window display, and subscribed for a trade paper. In the arrangement of his stock and in the dressing of his window he naturally did not display the skill of an expert, but he did better than many green hands would have done. He even did better than some experienced but careless dealers would have done. And while he worked and while he read the trade papers which had come to him both from the publisher and the traveler, Kean became enthusiastic.

''Well, well,'' exclaimed the traveler when he entered the store a week later and viewed the transformation which had taken place, and examined the plans which Kean had transferred to paper, ''you surely have been doing things, and doing them much better than I thought was possible. Why, for a week's effort you have done remarkably fine!''

During the next few days Kean and his friend the traveler worked seduously on their plans for the June wedding trade campaign. First of all they went over the stock for the purpose of ascertaining the extent to which it needed sorting up. Naturally, in making up a list of the articles to be bought they had to be governed by Kean's ability to buy. Notwithstanding this handicap, however, they succeeded in compiling a nice little list of lines which were likely to prove the most saleable. Then they made their plans for a series of both window displays and advertisements, and drafted a circular containing a list of articles suitable both for the furnishing of new homes and for wedding presents.

''During the next month or so you can do further sorting up as necessity demands it,'' explained the traveler.

By the middle of May Kean had his campaign in active operation. To the people whom he had learned were to be married, and also to their relatives and friends, he sent circulars, giving lists of goods, together with prices. To a list of names he had obtained from the voters' list he mailed copies of the same circular.

''Of course, very few of these are likely to be interested in June weddings,'' explained his traveling

(Continued on page 46)

Make Windows the Voice of Your Business

An indication of progressiveness and an invitation to inspect goods—Helps the sales staff and makes for greater business.

DO you realize that there is one feature of your business, in your store, that does the most of the talking—that is, that talks to the greatest number of people during the course of the day? That feature is the window of your store.

Suppose we step outside for a moment and look at your window from the same point of view as the hundreds, or thousands, of people that pass your door. Unless you are a mighty progressive retailer, you will be ashamed of the neglected opportunities that suddenly have arisen before your scrutiny.

Turn your window loose on the talking game. It can't say too much. And remember how little that talk is costing you. It can't shout too loud. Because it is intended to reach the greatest number of people possible. Make up your mind what you want your window to tell.

First—you will decide that you want it to say emphatically: "Here is an honest, clean-dealing furniture store, run by a man who realizes the necessity of progressiveness in his trade. Conducted on business principles of service to the customer, on efficiency lines, and on the square-deal-to-all basis."

Next—you are going to make certain that it extends a cordial welcome to the passerby to walk in—examine the goods. Remember, it's positively necessary to get folks into your store before you can make sales. Therefore, a window that is uninviting, that says in so many words, "I don't care whether you come in or not," is a window that is acting directly against your interest.

The old story of opportunity knocking once, might do for your grandfathers and great-grandfathers. Nowadays a man creates his own opportunities; and he has no right to complain, except against his own laziness or negligence in not constructing the opportunities that make for success.

To-day we can, by means of the talking machine, reproduce the golden tones of the world's vocal artists. We can direct them where we want them. In a like manner you can control the voice of your window, you can make it loud or soft. You can run in the exact "record" you need, you can deliver a message to the mechanics of your town, to the householders, or to the women. You can make it talk directly either to the man of many purchases in hardware, or you can gather in the small change of the man whose funds are limited. There are great possibilities in your windows if effectively displayed.

MAKING THE WINDOW MAGNETIC

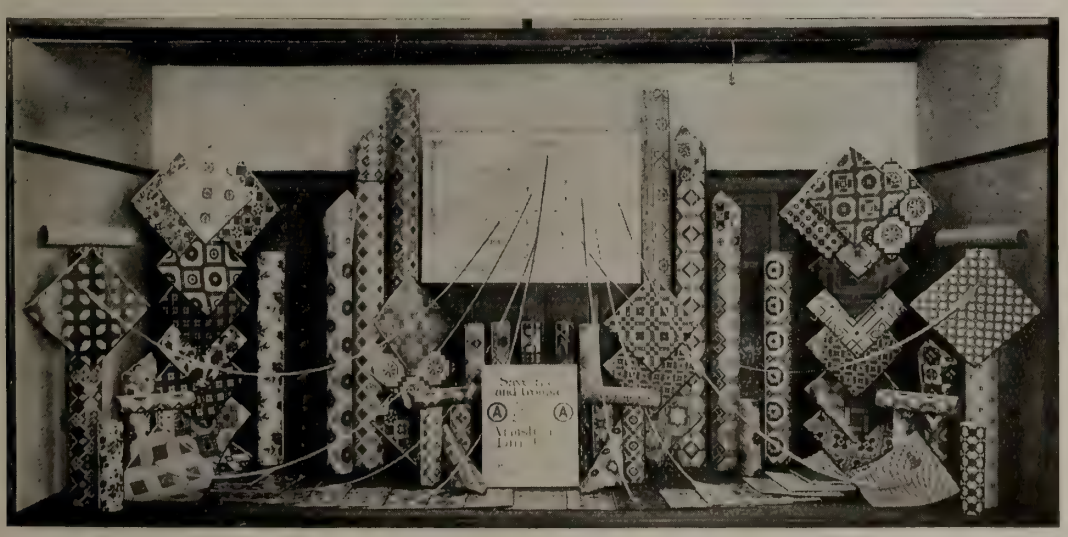
The display window can be made the storekeeper's strongest selling argument if he will but exercise a little care and judgment in properly dressing his window and arranging his exhibit in a way that will please the eye and attract the attention of passers-by, says System.

The powerful pulling window is the one that presents some unusual, out-of-the-ordinary aspect; something that will compel the passer-by to stop and look. Then, when his attention is centered on the window, he can't help but notice the goods displayed and the chances are good that he will see something that he needs.

Wide-awake shopkeepers realize that the sales value of an attractive window more than warrants the small extra expense, and many different schemes have been tried.

USE PRICE AND SHOW CARDS

Never put in a window trim without some kind of a show card. A show card is the mouth-piece of the window just as the windows are the eyes of the store. The public likes to know the whys and wherefores of the goods shown as well as the price. I like the idea of a general show card for the centre of the window and smaller ones calling attention to different lines and quoting the price. It should be remembered that there is such a thing as using too many show cards, but few stores err in this direction. Most of them do not use near enough.



Summer idea window trim. A display of linoleum and floor coverings for a wide window.—Courtesy Armstrong Cork Co., Lancaster, Pa.

Newspaper Advertising for the Retail Furniture Dealer

Why some dealers make no success of their advertising—Some simple rules—Make ad. newsy.

TO attempt to lay down any hard and fast rules for retail advertising would be like giving a man a prescription for getting rich. If it were possible for everybody to take up a course of newspaper advertising that would invariably bring success, a dealer would need only to set the wheels in motion and catch dollars in his hat. To a certain extent he can do this, but not everybody can do it, and therein lies the factor of "brains." It takes more brains to advertise judiciously and effectively than to do a great many other things in business.

The non-success of the average retailer in advertising is due to the fact that he knows nothing about it. Instead of looking over his town and surrounding country and planning out an intelligent course of action, he listens to every advertising solicitor who comes along, and quite as frequently spends his money foolishly as wisely in some form of advertising that is altogether a gamble. However, of newspaper advertising it may be said, as the Kentuckian said of whiskey, it is all good but some is better than others. The trick is to choose the best.

There are two kinds of advertising in the local newspapers, the kind you pay for and the kind that costs nothing. The latter is sometimes the better. The merchant who can get his name in the local paper frequently, either because of some new feature in connection with his store or by reason of some personal happening, social or political prominence (even a fire, burglary or accident is better than nothing), will indirectly reap benefit from the publicity which such local mention gives. But if he is wise he will follow up this advantage with a systematic campaign of advertising in his local paper.


MURRAY-KAY, LIMITED

AT THE KAY STORE. STORE HOURS—8.30 A.M. TO 5.30 P.M. TELEPHONE ADELAIDE 2340 36 AND 38 KING STREET WEST

The Gift Desirable

A Choice Piece of Murray-Kay Furniture for the Bride's New Home

If the question of wedding gifts is up for discussion in your family circle, do not overlook the fact that a choice piece of furniture or two for the new home is a gift always sure of high appreciation.

If the bride, or the groom, to-be, is a near relative a handsome suite for the dining-room or bedroom would be a most delightful selection. Our stock in this line includes some very handsome suites in Period designs, which are on sale at astonishingly low prices.

If an individual piece or two of decorative furniture would be more appropriate you will be able to make easy selection from a fine collection displayed on our first, second, third and fourth floors.

A few representative pieces are illustrated in the cut, and many other equally desirable are included at prices ranging from a dollar or two upwards. As, for instance:

Oak or Mahogany Candlesticks, in several quaint designs, at ..... $1.50, $2.00 and upwards
Extension Book Racks for the table, in oak or mahogany, at ..... $1.25 to $5.00 each
Tea Trays in many designs and shapes at ..... $7.50 and upwards
Full Leaf Tea Tables, in various designs and sizes, at ..... $9.00, $13.50, $16.50, $20.00 and upwards
Mahogany Cake Stands, plain or inlaid, at ..... $9.00, $10.00 and upwards
Magazine Stands and Book Racks.
Fancy Wiring Tables and Secretaries.
Music and Record Cabinets.
Card Tables, folding and stationary
Dressing Tables and Chevals.
Chiffoniers and Wardrobes.
Pedestals and Palm Stands.
Columbia Grafonolas.
Mantel and Table Clocks, in a variety of unusually handsome cases, oak or mahogany, from ..... $8.50 each
Grandfather Clocks, in various heights from 6 feet up. Excellent movements, in handsome oak or mahogany cases. Some with Westminster or Whittington chimes

Rugs From Great Britain and the East

The Carpet and Rug Department on the Ground Floor, with its magnificent collection of British and Oriental Rugs, affords many happy suggestions for gifts, the choice ranging from a handsome hearth rug at $5.00 or more up to fine Oriental room size rugs at prices that range from a very small sum up to $500.00 or more.

There are also fine room size copies of Oriental Rugs in Wilton and Axminster at any price desired between $21.00 and $200.00.

Early English Reproductions

Arranged on the second floor is a most interesting collection of Elizabethan and Jacobean designs in hall and living-room furniture, such as Chairs, Settees, Arm Chairs, Tables, Dower Chests, etc., finished in dark old oak and rich in carving and fine turned work.

Luxurious Upholstered Furniture

The making of Davenports and Easy Chairs is one of the industries for which this house has long been famous. The designs in most cases are improvements on imported English models. The upholstery work is all done in our own workshops, and will stand the test of long, hard usage.

A splendid collection of these luxuriously comfortable pieces, ready for immediate delivery, is displayed on our Fourth Floor. An ideal gift—any one of them.

Kay Store, 36 and 38 King Street West

How a Toronto firm advertised its wedding gift furniture a year ago.

Don't let anybody do all your thinking. Especially, in newspaper advertising, be original. Contract for a given space in a conspicuous part of the paper for a year and then keep that space hot with base hits right off the bat. Don't change your "ad" from one part of the paper to another. Don't be afraid to talk in your "ad." just as you would talk to a customer. Remember that your money entitles you to a regular daily or weekly editorial preachment on your business and the goods you handle, limited only to the space that you pay for, and see that the readers get it regularly. Alternate the manufacturer's electrotypes with personal talks, if desirable, but of all things never, never put a card in the paper and let it stand week after week and month after month, like the inscription on a gravestone—unless you are already dead.

Supposing to-morrow morning when you eagerly open your morning newspaper, that instead of the usual style of headlines that indicated perfectly the nature of the news you were about to read, you found over the various articles such headings as follows:

ANNOUNCEMENT.
ATTENTION.
LOOK HERE.
READ THIS.
EXTRAORDINARY

Imagine hunting under these headings for your favorite murder, bank failure, railway catastrophe or high-life scandal! Wouldn't you be disappointed in your favorite newspaper? Wouldn't you feel trifled with? Well, isn't the same true of advertising?

If the copy reader of the newspaper, while editing the story of a railway wreck, should be so carried away by the excitement incidental thereto that all the heading he could put upon his story was—

"EXTRAORDINARY"

he would lose control of his position on the pay roll. If the society reporter should bring into the office an odoriferous yarn and try to start off with

"LOOK HERE,"

he would go to the bench. Then why is it that some men that unfold their fountain pens to write news items about their business, use trite, vague, bromide, empty headlines?

Again, there are some business concerns that can think of nothing better than their first name to put at the top of their copy. A proper name is not news once in a thousand times. Putting it another way, is never news, but what a man does may be news.

If advertisers, are going to carry the reader from the news of the world to the news of the shop, let them study the characteristics of news stuff and put out their stories likewise.

Canadian Furniture World

TORONTO JUNE 1917 CANADA

Make Full Use of Postage The postal rate in Canada is 1 cent per ounce for drop letters, and 2 cents per ounce for all other letters—with an extra cent war tax in each case. Did you ever stop to consider how many letters you send out that only weigh a fraction of the amount allowed for the postage you pay?

Why not make full use of the money you pay for postage by enclosing some advertising material in all such letters sent out to customers. The writer knows of one dealer who makes a regular practice of keeping advertising material with his name on, in a convenient spot to enclose with any letters that do not come up to the maximum weight. Other dealers might use the same idea to advantage.

The best trade-mark is a distinct reputation for reliable and courteous service. The store that builds up that kind of a trade-mark is sure of a steady growth.

Get Your Telephone Number Known It is important that the dealer get his customers well acquainted with his 'phone number. Many an order goes to a store just because a customer, when about to order goods, remembers that store's phone number.

In the first place an endeavor should be made to obtain from the telephone company a number that is easy to remember. Telephone concerns are willing to do their best to give retail firms a number of this kind.

Then, every effort should be made to impress the number on customers' minds. It should be kept prominent in advertising and on bill heads and sales slips.

A dealer in Toronto has tried out a most effective plan to have his 'phone number before customers whenever they want it. He prepared a small sticker on which was printed his name and 'phone number. These were given to customers to stick up in a convenient spot.

The idea is one that might be tried out to advantage by other dealers. The cost is not large, and as telephone shopping is so largely indulged in, every dealer should make a strong effort to secure his share.

Keep that show window in condition to earn its living as well as your own. It's the one feature of your business that makes the deepest impression on a fickle public.

How Mail Order Houses Get Low Postal Rate An outstanding case illustrating how the mail order houses get their catalogues into the homes of distant consumers at a very low rate was brought to light recently by the secretary of the Ontario R. M. A. When he was in Fort William, 67 sacks of catalogues—about 5,000 in number—were received in that city from a large mail order house in Toronto. They had been shipped by freight to Fort William, already stamped to the value of six cents, the cost of postage for local delivery. If these catalogues had been posted in Toronto, it would have cost 14 cents to send them to Fort William. Eight cents per catalogue or a total of $400 was saved on catalogues shipped to one centre. Consider what a huge amount must be saved in all their catalogues sent out by this method, and consider also just how much revenue is lost by the post office department in allowing this and other mail order houses to evade the Post Office Act which confers upon the postal department the exclusive privilege of conveying and delivering mail matter.

When the war tax stamp was placed on letters last year, the post office department issued a warning against business men trying to avoid the extra postage by arranging for the delivery of letters through other means than the post office. Yet, they allow these big mail order houses to deprive them of revenue of huge proportions in the manner outlined above. Enough privileges have already been conferred on mail order houses—the inauguration of parcel post, for instance—without still further allowing them to escape the payment of postage similar to that which has to be borne by the smaller merchants and the public at large.

Are you using the "go-getter" or the "sit-stiller" methods in your business?

Advances Prices With Market When the cost price of an article goes up, the dealer is entitled to sell the stock on hand at advanced prices, in keeping with the market value. When prices decline, public knowledge of the fact or reduction by a competitor generally causes the dealer to reduce his selling price, with a consequent clipping of profit. Therefore, if he is to break even he must get an extra profit occasionally by raising the price of goods on hand in accordance with the market.

A great many possible big things are never accomplished because the mental focus is constantly directed to the little things.

To Compel Retailers to Carry Insurance At a recent meeting of the Canadian Credit Men's Association in Winnipeg, a speaker expressed the feeling that when credit men discovered that no insurance was being carried by a retailer, a meeting of his creditors should be called and all credit to such a man cut off.

While such action on the part of wholesalers would probably be resented by the dealer who had his credit cut off, there is no doubt that the trade generally would be perfectly in accord with such a policy. It is only

proper that a dealer should safeguard the men who have sold him goods on credit.

Forcing retailers by this method to carry insurance would not only save wholesalers a good many dollars, but would be an act of kindness to many retailers who are neglectful in this regard.

Watch the windows and see that the advertising changes with the new season.

Valuing the Stock for Insurance While many retailers are, no doubt, when adjusting their insurance policies, bearing in mind the greater value which has accrued to the stock they carry, owing to the general enhancement in prices, yet it is very advisable that all should do so. Otherwise in case of fire they might be compelled to stand a serious loss when they came to replacing their damaged or destroyed stock.

Considerable attention is being given to the subject in the United States. The secretary of one of the wholesale organizations, in reply to enquiries as to whether merchandise inventoried at the cost price when market prices at the time of the inventory were much higher, would not be at a disadvantage in the event of fire—that is whether the prices shown by the invoices would be the basis on which adjustment was made—stated that the insurance companies had informed him that the basis on which the adjustment would be made would be the actual cash value of the goods at the time of the loss or damage.

This shows the importance of every business man basing his insurance on the cash value his stock possesses to-day, and not upon the lower values which obtained a few months or a year ago, when it was purchased.

It certainly pays to advertise consistently. There are 26 other mountains in Colorado higher than Pike's Peak.

Mind Influence In Selling A salesman with whom the writer recently had a talk, believes that the mental attitude adopted by the clerk has much to do with the decision of the customers. He says that when he has presented his selling arguments and is waiting for the customer to decide he says to himself, "You are going to buy this article. You have to buy this article." He believes that these positive assertions made only in his mind, have a direct influence on the mind of the customer.

There may be something in what this salesman says about direct mind influence. At least the proper mental attitude on the part of the clerk has an important bearing on the sale, because if he thinks along this line he maintains his enthusiasm and does not relax in his selling attitude.

Dealers and clerks should always maintain a strong positive attitude when waiting for customers to decide.

Are you, in your store, insistent upon the observance of the principle of "first come, first served?"

Your Co-operation Solicited We have received a good deal of assistance from readers all over the Dominion during the past, in our work of making Furniture World a highly interesting and really valuable journal, and we wish to take this occasion of thanking those who have so kindly lent their assistance.

We also wish to solicit a continuation of this co-operation. We realize that the men actually engaged in the business can give us many practical suggestions that will be of value to other readers. Our aim is to present each month a range of practical methods and ideas that have been tried out and found of value. Whenever you try out any new plan in any department of your business we will be glad to have you send us along particulars of same. We will appreciate it and so will your brother dealers all over Canada. This is one way in which you can aid the trade in which you are so greatly interested.

THE HOME IS THE COUNTRY'S GREATEST INSTITUTION

The home is America's greatest institution. Why not seek to kindle the appreciation of the people of this great and prosperous country in this institution? With every wide-awake retailer featuring this idea a great service can be done to this country. It is a movement in which the sellers of furniture, on the time basis, can unite with the dealers who handle the most exclusive goods. It is a movement in which the manufacturers of all kinds of furniture can unite with the retailers. A splendid example of what co-operation of this kind—co-operative indirect advertising—will accomplish has been given by the pre-Christmas advertising which has been done by the dealers in Grand Rapids.

If the plan here suggested should be taken up by every wide-awake retailer and manufacturer much could be accomplished in overthrowing the tendency to subordinate the home to the somewhat popular, very demoralizing and sometimes vicious outside amusements with any organized effort openly directed against these dangerous influences. If the thing should be done with complete unanimity, and as effectively as it seems to us may be done, inroads may be made upon the business now being done by the automobile producers. The automobile has taken people out of their homes and detracted from the interest of a very considerable element in every community—both rural and urban—in the home.

We believe the time is opportune for such a campaign. The national tendency of Americans is towards home. A direct appeal in behalf of this institution cannot go unnoticed. It is not only a wonderful opportunity, but an absolute duty. Now is the time to fire the opening gun—before the spring trade opens and the out-of-door amusements invite.

We should make our appeal to the middle and common classes. It is among these people that the home means more than all else. Let the manufacturers take the matter up and present it to every one of their customers. It will be like bread cast upon the waters, to return again ten-fold.—The Grand Rapids Furniture Record.

A RHYME WITH A REASON.

The constant drop of water wears away the hardest stone;
The constant gnawing Towser masticates the toughest bone;
The constant coming lover carries off the blushing maid;
The constant advertiser is the man who gets the trade.

Protecting the Future by Regulating Present Prices

A discussion of the bullish tendency of the markets and the necessity of retailers fixing their selling price on the basis of prevailing values.

WHILE fundamentally the price at which an article or a commodity should sell over the counter is determined by its first cost, plus cost of doing business and the percentage of profit deemed necessary, yet in practice it is not infrequently determined by the market conditions obtaining when the sale is being made.

Sometimes it works to the retailer's advantage. And, again, it sometimes doesn't.

It works to the retailer's advantage when, after the market has advanced after he has bought, he marks up his selling price to correspond with the figure he would be compelled to pay did he at that particular time have to enter the market to purchase. It works to his disadvantage if, after he has bought, the market takes such a drop that he is compelled to cut his price in order to effect sales.

> To-day's, and not yesterday's, cost should be the basis upon which retail prices are regulated

An Unfortunate Practice

Unfortunately for the retailer the latter practice is more common than the former. Fearful that his competitors will not follow suit, the retailer does not always make his selling price correspond, when the market is an advancing one, to that which he would then be compelled to pay either the wholesaler or the manufacturer.

In doing so he is usually actuated by either one or two motives. He either thinks he will be able to undersell his competitors, who may have been compelled to purchase at the higher figure, or that he will be able to curry favor with his customers by informing them that although the market has advanced his selling price remains unchanged.

As statements of the latter nature, when made to customers, savors of patronage, it does not always create a good impression in the mind of the customer to whom it is addressed. Here is a case in point: A customer entered a retail store in Toronto the other day to purchase a certain article.

"The price of this has gone up considerably," said the retailer in a sort of supercilious air, "but seeing it is you, I'll let you have it at the old price."

"Will you," replied the customer, somewhat sarcastically, who, by-the-way, is a commercial traveler. "Thanks."

"I don't want any of his darned patronage," remarked the customer to a friend as he left the store. "If the goods are worth more he should have charged more."

In his efforts to profess generosity that retailer did more harm than good. And the family of that particular man was a regular customer at his store. This particular case may be an exaggerated one, but it is not an isolated one.

Incidentally this particular customer's remark should serve as a good text for the guidance of retailers at this particular time.

"If it is worth more he should get more."

In at least the memory of the present generation there never was a time when the tendency of the markets generally was so persistently upward. In some lines of merchandise it is more marked than in others. But there is scarcely a line to which it does not apply to some extent.

What lesson then, does it convey to the retail trade? Simply and solely this: Regulate your selling price by the market cost of to-day and not by that which you paid a month or six months ago.

Some years ago a retailer in a country town declared to the writer that he was not in business for the benefit of himself.

"I am," he declared with a sort of religious fervor, "in business for humanity's sake."

His store and its whole surroundings did not look as if he was in business for anybody's sake. It was not only small and insignificant, but it was about as untidy and uninviting as a store could be.

Not a Benevolent Institution

A retail business is not a benevolent institution. It is a place in which, by fair and legitimate means the merchant conducting it shall make a fair and honest living. This implies that he should also be fair and honest with himself. It furthermore infers that he should protect both his family and his creditors.

Now let us apply this principle to the case in point. Is a retailer fair to himself, his family, and his creditors when he neglects to base his selling price on the market value obtaining to-day? Scarcely.

Why not? Simply and solely because he is not protecting himself against the inevitable day when, because of the drop that will eventually take place will find him with goods in his store, out of which the bottom has fallen as far as the price is concerned, and which he will be compelled to sell at a loss or without any margin of profit, or keep them on hand to eat up interest or depreciate in value.

Then, furthermore, is it good policy, in fixing the selling price of to-day on the market values of the past and not on those of the present, to overlook the fact that when he does enter the market to purchase at the higher figure, that he will find it all the more difficult to obtain the price he will then have to quote because of the sharp advance he will be compelled to make in order to catch up, as it were, and earn his usual and customary percentage of profit. If he does he will have to do in one bound that which he should have done in two.

In view of the contrast there will necessarily be between the old and the new prices, his customers will naturally come to the conclusion that he is robbing them. For the onus, when prices advance, is usually upon the retail dealer and not upon the manufacturer.

Study the Situation

In view of the bull market that everywhere obtains these days the retail dealer can not do better than daily

(*Continued on next page*)

The Furniture Manufacturer

A Department of Ideas and News for the Factory and the Office

THE DEMAND FOR WALNUT

There is a bigger volume of walnut in one form and another being used in this country now than perhaps at any time during the present generation. For a while, following the great flood of walnut that was brought out of the woods in response to the cry for gunstock material early in the war, the supply threatened to run ahead of the needs for the time being. This situation has changed materially of late, however. There is a noticeable revival in the demand for gunstock material, some big orders having been placed lately, and meantime walnut has spread over a bigger part of the furniture field, so that the demand for lumber and veneer in this line is of unusual volume.

It is not merely a demand for face veneer and flat lumber, either, but there is along with it a demand that is taking care of dimension stock. Table styles, for example, are now running largely to legs instead of pedestals, to William and Mary and Queen Anne period stuff. Along with these go chair posts and rungs, bed posts and wooden novelties, so that with it all it is rounding out nicely and making a good clean-up, not only of the wide face stock, but also of the smaller dimensions.

This makes a strong situation in the walnut market, and about the only thing to be apprehensive about just now is the trade may, because of this enlarged consumption, find itself handicapped for lack of supply before the winter is over.

MORE NAILS IN CRATING

The Forest Products Laboratory at Madison, Wis., has lately been turning out some interesting data on the subject of what a few more nails will do in the way of strengthening boxes or crates. Tests were carried on in connection with can boxes and the report on the tests shows that by the use of four additional nails in each end of such boxes an increase of 300 per cent. in strength was secured.

This is a very impressive showing in the way of adding strength to a box or a crate by more liberal nailing. There has been some disposition on the part of box manufacturers in the past to skimp the quantity in both lumber and nails and a series of tests are being conducted to determine what constitutes the best results.

Without going into this in detail we may easily glean from it the fact that a few extra nails are a mighty good safeguard against weakness in crating and that it is better to be too liberal with nails than too sparing.

ELECTRIC FURNITURE RUBBER MULTIPLIES OUTPUT BY FIVE

The human furniture-rubber may increase his output five times by the use of an electric rubber which has been recently put on the market. Hand rubbing, which is generally resorted to at the present time in finishing all good furniture, is hard work and requires a rather high class of labor so that it enters very largely into the cost consideration of the article being made. The electrical rubber has but to be intelligently guided and it will perform the work in a manner sometimes superior to that of the hand worker. It is more rapid for the reason that it makes about 400 strokes per minute, which is much faster than it is possible to move the human hand.

The rubber consists of a completely enclosed motor of one-fourth horse-power which is mounted on a substantial base and supplied with two handles by which its movement over the surface of the wood is controlled. A flexible cord connection carries the power from any convenient lighting socket, and mounted at a point near at hand is a switch for controlling the motor. The base of the device is oblong in shape and at each end are two felt pads which are rapidly oscillated when the motor is in operation.

For rubbing, the pads are removed and covered with emery cloth or sand paper of the desired quality and the surface of the wood is cut away as the device is passed over it. Because of its shape it may be worked right up into corners, and is said to be particularly efficient in working over large, flat surfaces.

SPRINKLER SYSTEM A GOOD PROPOSITION

The sprinkler system is a mighty good proposition, but it takes a sharp pencil to find out how much it will save or reduce the yearly premium. I had a chat recently with the manager of a large firm, who was very enthusiastic over the proposition. He invested over $30,000 in the system and was very much elated over the saving he would make on the yearly premium. After it was installed one of the sprinkler heads gave way, and before it was discovered the repairs to the main drive belt cost him over $600. What was his next move? He had to carry water insurance, which, taking the premium cost into consideration, added to the interest on the original investment, and so far he was very much disappointed. However, just a little later they had a fire and the sprinkling system came to the rescue; it saved the plant. Now he considers the system a resource, and one never hears anything about the excess premium. You cannot get something for nothing. Safety First—have a good sprinkling system.—Wood-Worker.

PROTECTING THE FUTURE BY REGULATING PRESENT PRICES

(*Continued from preceding page*)

sit down and carefully study the market situation as far as it concerns his own lines, and that means the market for raw material as well as that for the finished product which he sells. In the light he thus obtains he should accordingly regulate, as far as possible, the selling price of the goods he has in stock.

By this means he will be protecting his future as well as enhancing his present profits.

SPECIAL ILLUSTRATIONS

Showing Some of the Newest Articles of Furniture

Suggestions from the Canadian Factories



No. 2584 — New parlor table, made by the George McLagan Furniture Co., Ltd., Stratford, Ont.



No. 231—Oval dining table in oak and mahogany 22x32, made by Elora Furniture Co., Elora, Ont.



No. 2618—New jardiniere stands, made by The George McLagan Furniture Co., Ltd., Stratford, Ont.



No. 75—One of the new phonographs, made in oak and mahogany, by The Purdy Phonograph Co., Toronto.



No. 9648—Louis XVI dressing table, one of the newest productions of The Canada Furniture Manufacturers, Ltd., Woodstock, Ont.



17 2894—Swing photo frame—powdered gold, antique finish.



17/2893—Swing photo frame, carved—powdered gold, antique finish.

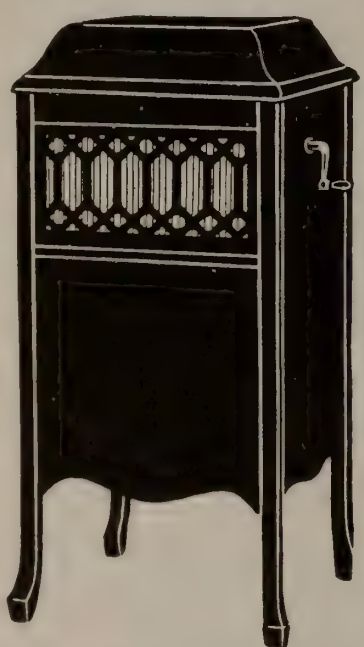


2399½—Circassian walnut veneer photo frames.

Some of the newest of the 1917 line of photo frames made by the Phillips Mfg. Co., Toronto



17/2892—Carved stand frame—powdered gold, antique finish.



The "Troubadour," one of the newest Sonora phonographs distributed by I. Montagnes & Co., Toronto.



Combined rocking and folding lawn chair, distributed by J. E. Beauchamp & Co., Montreal.



Chiffonier and dresser in old ivory enamel, from new bedroom suite made by The Meaford Manufacturing Co., Ltd., Meaford, Ont.



No. 198 dining suite in plain oak, polished, built on Colonial lines by The Knechtel Furniture Co., Hanover.

Question of Sanitary Bedding for the Furniture Dealer

HOW much does the dealer understand or value the question of sanitation as applied to the bedding industry? recently asked Warfield Webb in The Grand Rapids Furniture Record. The question is very pertinent to-day here in Canada, and especially in Ontario. To-day the average householder gives much concern to the question of sanitation as applied to many things. The kitchen, bath, sleeping rooms and every other part of the house where light, air and ventilation are demanded, come in for their share of this valuable life-giving essential. In fact the bed linen will be scrupulously clean, in many cases. Does the average, yes, a much less percentage, ever consider the mattress and pillows, and of what they might be composed? No. The topic has been permitted to escape them, simply from a lack of insight and a more careful consideration by manufacturers, dealers and lastly housekeepers. They have taken for granted that all is well.

If the question were to be asked as to the percentage of dealers who had ever considered this topic as one of



Tasty arrangement of bed stock on floor of A. G. Washington's store at Swift Current, Sask.

more than passing fancy, it would be found that only a very limited number have even thought of the possibility of there being any serious danger in this respect. This has given rise, then, to one of the vital questions that should arouse in the mind of every progressive and interested furniture man who handles bedding a keen desire to bring about such reforms as will make possible the needed changes. That these changes are demanded by the conditions that now prevail are apparent to every man who has given the topic even a casual insight.

Like charity a ticking many times hides a multitude of evils. Inside the spotless cover of the mattress many times is placed material that should not be permitted to enter the warehouse or store, to say nothing of the home, or other abode where mankind seeks repose from weariness. Of all things, if we exclude food itself, the sleeping abode should be above the least suspicion of foulness. We crave and demand light, air and cleanly rooms. We demand bed linen that is above reproach. Do we go further and demand that the mattress and pillows be made from materials that are new, clean and free from foulness? Would it surprise many of us to learn that there are many cases wherein there is used second-hand materials?

What do we mean by second-hand materials? Is this term only applied to felt and hair that has been removed from an old mattress, or feathers that have been extracted from a pillow that has seen some usage? If this term was confined even for the most part to such materials there could not be a very large share of complaint, provided, of course, that the same had undergone fumigation and other cleaning processes, that would make the materials fit for further use. But this is not the case. Second-hand material, many times, includes not only the above class of materials, which have not undergone any cleaning process, but other commodities as well, that are unfit for any decent use at all.

It is a fact that at least some of us know that materials are gathered from many sources and that these same materials, filled with disease germs, dirt, offal, and a hundred other elements that are unsanitary in the highest degree, are placed inside some mattresses and pillows and offered for sale by some manufacturers and sold as bargains for first-class mattresses to the unsuspecting public. As the prices are in most cases comparatively low, and as the article is offered for sale as a first-class piece of merchandise, the poor in most instances become the victims of this horrible practice.

Those who know will readily agree that a first-class felt or hair mattress cannot be purchased for a mere song. This is contrary to reason. But this the average buyers does not appreciate. If the price is low and the outward appearance is good, it suffices to sell the stock. The dealer, we will grant, may be ignorant of the nature of the materials making up the mattress, but this seems like an almost unpardonable breach on his part. He should make it his business to ascertain, and then to refuse to handle bedding that is not at least above suspicion. One might wonder why this was permitted to continue in the face of so much opposition to all forms of unsanitary agitation. The reason is plain. There has been but one province and but few states thus far that have looked into the subject at all, and that have made laws covering the matter.

In fact thus far only half a dozen states have taken the subject up with an agitation that has brought about practical reforms. These are New York, Indiana, Ohio, Wisconsin, California, Washington and Pennsylvania. While in some the laws are much the same, the exception is that of Indiana, where no second-hand material is permitted to be used in the manufacture of bedding without special notices being attached to the finished article. The others make it a matter of such importance that every article containing second-hand material must so state on a label attached to the article. In Indiana, the nature and amount of this material must be added to the label, placed in a conspicuous place, thus protecting both the dealer and the purchaser.

In all other states and in all our provinces there are no laws on the subject, though the topic has been agitated. As the matter now stands, unscrupulous manufacturers are permitted to fill the mattress with any material they desire, sell it as a high grade felt or hair mattress or feather pillow and the dealer and purchaser be none the wiser.

Sit down and consider in what ways you are a better business man to-day than you were a year ago, and if not, why not.

KNOBS *of* NEWS

The Woodward Furniture Store has opened for business at Calgary, Alta.

The Edmonton Tent and Mattress Co.'s factory at Edmonton, was burned recently

Scott & Sanderson, furniture and hardware dealers at Domremy, Sask., have sold their business to A. E. Scott.

Couch, Johnston & Cryderman, Ltd., general merchants, Bowmanville, Ont., have obtained a provincial charter. The company is capitalized at $40,000. Furniture, carpets, rugs, curtains and other household effects will be largely handled.

The capital of the Victoriaville Furniture Company, Victoriaville, Que., has been increased from $60.000 to $99,000.

The Furniture Manufacturers' Safety Association has opened offices at 712 Excelsior Life Building, Toronto. The office will be in charge of F. Tobin, formerly of Woodstock, who has been appointed secretary of the association.

The Canada Furniture Manufacturers Ltd., Woodstock, Ont., have responded to the Government's appeal regarding the production of food stuffs. They have put under the plough for the benefit of such employees as care to take advantage of the opportunity, several acres of land adjacent to their factory in Woodstock. This will be divided into ten or twelve good sized garden plots. A number of the company's employees have applied for allotments. These have been given them on condition that they will cultivate them and raise substantial crops.

We shall shortly hear of fighting for the possession of Lille, capital of the industrial section of Northern France. Lille is 20 miles north of Vimy Ridge, and was until the outbreak of the war the town that supplied much of the tapestries used for upholstering by the British cabinet makers.

Women, according to an exchange, are beginning to fill the places of men in furniture factories of the United States who have enlisted for service in the army.

A furniture man, Philo C. Fuller, president of the Luce Furniture Co., has been elected mayor of Grand Rapids, Mich.

The new furniture plant which Mr. Watson proposes to build at Kincardine, Ont., will be for the manufacture of reed fibre furniture.

H. Walton Heegstra, president of the H. Walton Heegstra, Inc., advertising and merchandising agency of Chicago, addressed the National Convention of Furniture Manufacturers and Allied Lines in convention at the Congress Hotel, Chicago, Wednesday evening, May 9. His subject was. "The Need of a New Industrial Vision."

HAMILTON DEALERS DINE EMPLOYEES

A dinner, tendered by A. M. Souter & Co., Hamilton to its employees was given recently in the Royal Connaught hotel. The function was held in one of the smaller banquet rooms on the mezzanine floor, where plates were laid for 23 guests. The jinx evidently had no terrors for the Souter employees, says The Hamilton Herald, and this is as it should be, since its business, from the date of its foundation to the present writing, has been absolutely free of all pranks and powers of the hoodoo—the ensign "Success" never having for a moment been retarded in the fifty years of the establishment's existence.

The speech-making was more than good. A. M. Souter delivered the principal address. His talk was along shop lines, and embraced an epitome of the firm's history. D. A. Souter and James Davidson, other members of the firm, followed with brief discourses, and then, on behalf of the employee guests, replies were made by R. A. Cunningham and Robert McClenahan, members of the sales staff. At the close of the dinner the party proceeded to the Temple theatre, where they enjoyed Manager James A. Wall's offering.

The Souter business was established by the late James Reid in 1867. The business passed into the hands of Malcolm & Souter in 1885, and in 1902 the firm changed to its present name, A. M. Souter & Co. In all these years its success has been continuous, and to-day the establishment holds the enviable distinction of being up in the front rank of Ontario's furniture and carpet institutions.

FOR BETTER HOME FURNISHINGS

At the meeting of the Allied Home Furnishing Industries, held in the Astor Hotel, New York, on April 17th, the chairman was instructed to appoint a committee "whose duty it shall be to work out a plan whereby this movement may be crystallized." Chairman Robt. W. Irwin appointed a committee composed of representatives of the American Federation of Arts; American Museum of Natural History; Architectural League of N. Y.; Art in Trades Club, New York; Carpet Association of America; Curtain Manufacturers' Assn.; fireplace furniture men; Framed Picture Manufacturers' Assn.; furniture manufacturers; furniture retailers; Illuminating Engineering Society; New York Furniture Exchange; and many other kindred organizations. This committee will meet in New York early in June.

NEW CHESLEY CATALOGUE

The Chesley Furniture Co., Ltd., Chesley, Ont., have just put out their new catalogue devoted to their line of "Twin" pedestal tables. The celebrated "twins" trade mark is embossed on the cover and the illustrations and letterpress are printed in brown, relieved with top and footnotes in green. Some 38 pages are given over to illustrations and descriptions of the company's extension tables. not the least feature of their "twin" line being the tilt top, which was added within the year.

One advantage of the "twin" table is the fact that when closed the pedestal is like one neatly finished support, there is no gaps like that shown after a few months' use in the ordinary dividing pedestal table. Then the "twin" has an advantage when extended over the solid pedestal. The "twin" pedestal table is capable of sustaining a weight of 700 pounds on one end when extended six feet, while the solid, fixed pedestal table when extended may easily be upset by a child's weight. This line has other good features, and is made in a number of styles and designs. The company also make pedestal tables, five-leg tables, and fancy parlor and centre tables, as well as jardiniere stands. These are also described in the catalogue.

The Training of Clerks

A page for the salesman

You can't teach an old dog to do new tricks, but you can make some of the young clerks in your employ of great value to you in your business by teaching them business methods, says a writer in an exchange. Most clerks just entering upon their duties are simply allowed to grow up in the business, with no one to instruct them but their fellow clerks. In such a school, and with such teachers can you expect to find competent salesmen and saleswomen? Are they ever likely to develop into such?

Still we are told that throughout the country merchants are calling for good, reliable help. Where does the fault lie? With the help or with the merchant? The merchant is neglecting his business who takes no interest in the people in whose hands he places the best part of it.

* * *

When a fellow gets along to be 25 and has settled down to live and learn he has surely met somewhere or other his ideal man—a man who is all honor, who is wholesome, happy and a financial success.

That's the man to imitate. That's the man to watch and study and talk with if possible.

To be sure, we can read about such lives and such reading "remind us we should make our lives sublime," but coming in contact with real success at close range is, or should be, most inspiring.

If you were asked to-morrow to sit at the desk of your ideal man and assume his duties how near would you qualify?

If you have the right ambition, sir, there is no question as to your being "asked" some day.

But if you make no attempt to learn the things he learnt, or to live the correct life he lives, your chance will be very improbable indeed, and the sooner you know it the better.

* * *

Remove the grouch. You can't sell goods if you have a grouch. Remove it. And the way to remove it is to go right to the cause. Ten to one you're in the wrong. If you imagine the boss is sore on you, or the manager has got it in for you, or the floor man has no use for you—go after him.

Ask for a private interview and say something like this: I feel that my work is not satisfactory and while in this condition of mind I cannot do my best. I may have misunderstood you—I may have misinterpreted your manner, but if I haven't I want to know where the trouble lies.

That's the way to go to a superior officer and you may rest assured you'll get a reply that will "remove the grouch."

* * *

A New York wall paper house has issued a folder giving instructions to salesmen, and, though they apply more specifically to wall paper, the principles may fit in many cases. Here they are:

You must proceed by easy stages from the opening to the closing of a sale.

Your opening must win attention, inspire confidence and prompt your customer to go further into your line.

Your description and explanation of the various papers must arouse interest.

Make your customer feel that you have a personal interest in him.

When the right paper seems to please, use a little persuasion and close the sale right there.

Have the closing of every sale so that you have made a friend as well as a customer.

Aim to sell satisfaction.

* * *

The employee who learns to tell the truth generally becomes valuable and is appreciated. The employer is not obliged to strike averages, make allowances, and slowly arrive at just what weight to give to the man's words. There are few men who wouldn't resent it if they had the direct lie thrown in their faces and yet there is really so much of untruth, of deceitfulness, that he who sticks strictly to an honest, straightforward course in this respect is often regarded by fellow employees as foolish and quite behind the times. Nevertheless, truth goes with manliness and the young man who learns to always stick to it is the best appreciated in the long run.

* * *

A certain dealer wants his clerks to tell him when there's anything wrong with the business. "The right things," said he, "will take care of themselves." You're afraid you'll be called a kicker if you find fault too often. But pointing out defects isn't fault-finding. Standing still and letting wrong right itself is stupid.

Who knows the most about little weak spots in the business? It isn't the man that's obliged to spend four-fifths of his business hours in the office. No, sir; it's the men that have to sell the goods. It's the men and women that meet the customer face to face—they have it told to them all right.

And let me say if you know of any condition that in your opinion is positively retarding the growth of the business, and you fail to divulge it, you are not giving your full service to the man who employs you.

* * *

The selling and executive force of nearly every live concern experiences a shake-up once in a while. New blood is infused. New methods adopted. A new system established and often a complete new organization.

An old employee, unless he is progressive is apt to kick the traces. In other words, he throws up his job rather than conform to the ideas of new men. Never be guilty of this.

In the first place the reorganization is going to teach you a lot. "Keep still and know."

You're going to be trained to the very things that fitted these new men to fill the positions they were called upon to fill. And they're going to train you.

Getting mad and jumping out isn't going to change the mind or affect the business of the firm.

It only shows you up in a bad light. More than that, it keeps you from getting ahead.

Selling goods that won't come back, to customers who will come back, is good business practice.



Here Is One Industry That War Cannot Harm

In times of stress people want music more than ever. There is another phase of this war besides that which means sacrifice to so many of us, and that is the phase which deals with its effect on business.

Based on past experience it is a safe and sure prediction that Columbia business will not only hold up under stress of war, but it is likely to GO AHEAD!

This business is SAFE—that at least is certain; and if we are to be guided by parallels at all, Columbia dealers can rightly look forward to a great and unusual prosperity.

Columbia Graphophone Company

Factory and Headquarters:

Toronto, - Canada

Talking Machines in the Furniture Store

Aid in increasing sales—Profitable line to handle—
Manufacturers help — Some methods that attract.

A WRITER in an exchange tells of the "tremendous opportunity" for the furniture dealer who instals a talking machine department, and incidentally mentions that many enterprising merchants were quick to take advantage of the helpfulness of the phonograph, which was a sort of "double barreled" proposition—not only was a profit made on the original sale of the instrument, but the purchaser came back at frequent intervals to secure additional records.

Everyone knows that a visitor to the store is always susceptible to advances by the clever salesman, and frequently sales of furniture are made to the woman who only thought she wanted a record.

Some restrictions were necessary in the early days in order to prevent price cutting, and phonograph manufacturers solved the problem of price maintenance by making the furniture dealer a licensed distributor or agent. This sort of trade arrangement seemed to work favorably to all parties concerned—both prices and profits were adequately maintained, and the phonograph business is relieved of one of the greatest evils that could befall it—price cutting.

There is no reason in the world why every furniture dealer should not sell talking machines. There is a satisfactory profit in the goods, and the demand is constantly growing. Local and national advertising is helping on sales. Furthermore, manufacturers provide their agents with an abundance of circular matter, booklets, advertising literature, etc. In fact, it often happens that the manufacturer makes the sale and the dealer reaps the profit.

Nevertheless, the livest furniture dealers do not rely entirely on the help of the manufacturer. They devise trade winning ideas of their own, and perhops the one that is found to be most successful is the conducting of concerts. For this purpose a section of the store is arranged as an auditorium or concert hall. It need not be extensive—100 seats are ample—and in this hall concerts and demonstrations are given at various periods of the day. Here come the music lovers to enjoy new records, and the tired shopper, wishing to recruit her strength prior to another buying tour, finds at her disposal a place of rest and recreation that cements her friendship to that particular store.

By an ingenious arrangement of the aisles or approaches to this concert hall, the shopper must pass through sections that are filled with furniture, which undoubtedly leaves an impression, even though the sale is not made immediately. Then, too, such a concert hall is used as a place of rendezvous, and it is often that friends will agree to meet at Blank's concert. This



Main talking machine display room of the Kent Piano Co., Ltd., Vancouver. It gives a suggestion to the furniture dealer on the layout of a similar department and arrangement of machines.



MODEL NO. 75
RETAIL PRICE, $75.00

OTHER MODELS
$17.50—$20—$45—$85 and $100.

We want one dealer in every city to handle

Ideal PERFECT TONE REGISTERED **Phonographs**

Our model No. 75 is the best value for the money offered to the trade to-day. Note the following:
A Jewel Ball to play Pathe records and a Sapphire Needle to play Edison records are furnished with each instrument as part of the regular equipment.

The Motor is powerful, durable, compact, easily accessible, and is guaranteed in every minutest detail.

The Tone Arm and Sound Box is universal, plays all makes of records without attachments of any kind. Its Tone is incomparable. This comes from an all-wood Sound Box built like a violin. No tin or cast iron is used, hence the absence of nasal and metallic sounds.

The cabinet is 43 inches high, 21 inches deep, and 18 inches wide, and is equipped with shelves in the lower part for record albums.

Order one of the Model No. 75 in Fumed Oak to-day. There is no doubt it will become one of your best sellers.

If you are not handling phonographs write us to-day regarding our Agency proposition.

Regal Phonograph Co., Limited
145 Church St., Toronto

serves the purpose of getting people into the store, and "the bird in the hand is worth two in the bush."

Talking machines likewise provide a pleasing diversion when demonstrated directly in the main department. For example, a woman is considering the purchase of an expensive suite. While she discusses the matter, the salesman steps to a nearby phonograph, and straightway come forth pleasant melodies. Restaurateurs dispense music while people are eating. Psychologists say it makes them eat more, and it is wholly logical to assume that music may make people buy more. Certainly it puts them in a better frame of mind, and it is easier to handle a pleasant minded person than one with a grouch.

By innumerable ways the phonograph lends itself as a help to sales, and it is also an advertisement. Many a furniture dealer has placed a phonograph in the open transom above his store door. The passers-by hear the music; glance upward to see where the strains come from, and it is impossible for them to miss seeing the dealer's name, even if they do not enter the store.

Another propitious characteristic of the talking machine is that it can be sold on the installment plan. This widens the list of people or homes that are patrons of the furniture store. And the appeal is made to the younger generation as well as the grown-ups. Most any maid or youth can afford to invest in a talking machine when it only costs a few dollars a month. These young purchasers must come to the store to pay their installments, and after awhile they "get the habit." When they are starting homes of their own, it is almost certain that they will buy their equipment at the store with which they have become entirely familiar by reason of their monthly visits. Thus the talking machine trains up the youths and maidens in the way they should go.

If you have never thought of tapping this channel of profit—now is the time. Agencies should be secured and arrangements made as soon as possible, so as to reap the benefit of the coming fall trade.

PHONOGRAPHS CULTIVATE MUSICAL TASTE

We are told that the workingman and his friends are fond of popular and trashy music, says one of the Toronto dailies, editorially. It is a mistake. They are fond of music, and if they had opportunity to hear something worth while their passing interest in trash would quickly die away. This fact is being proved every day in the year through the sale of phonograph records. The man whose uncultured taste demands vulgarity in music soon tires of it. He hears a record of some masterpiece and soon he buys nothing but masterpieces. Men with growing children are concerned if they do not early form a taste for good reading. They fill their library shelves and tempt the youngsters to try something worth while. Yet they do not realize the importance of training musical taste by utilizing the greatest educational invention of modern times, the phonograph.

TWO MEANS OF INCREASING SALES

Assisting the customer to select records by suggesting those agreeable to the prospective customer's taste is one good way of increasing sales.

Another means of promoting sales is through the use of the telephone. Do not overlook this means of helping on sales.

OTTO HEINEMANN CO. OPEN AT TORONTO

The Otto Heinemann Phonograph Supply Co., Inc., have opened their Canadian head office in the Lumsden Building, in the very heart of Toronto, in charge of C. J. Pott, Canadian sales manager. The new quarters allow of making attractive offices and of carrying a complete stock of motors and parts. A practical motor mechanic is in charge of the service department.

Mr. Pott recently returned from New York, reports that their immense plant is running to full capacity,



C. J. Pott
Canadian sales manager of Otto Heinemann Phonograph Supply Co.

and that such a condition reflected the general prosperity of the phonograph industry. By the same token the permanent establishment of the Heinemann branch in this country is further evidence of the growth of the industry throughout the Dominion.

COLUMBIA DOUBLED CANADIAN BUSINESS

The Literary Digest in commenting on general trade matters in the United States, now that that country has entered the world war, instances the fact that the Columbia Graphophone Co. in 1915 did he greatest volume of business in Canada up to that time, and that in 1916 their business was 100 per cent. greater than the previous year, and uses this fact as an argument that the United States has nothing to fear from any likelihood of a stagnation in business.

CHOPIN MACHINES IN CANADA

The Chopin Piano & Talking Machine Co., of Chicago, who recently opened a Canadian branch in Winnipeg, have now completed arrangements to open a branch in Montreal, under the management of James T. Upton, lately with Goodwins, Limited, Montreal. Stocks will be carried at Winnipeg and Montreal. The Canadian sales manager, J. S. Sawyer, was recently in Montreal arranging suitable offices, storage, service, etc., and as soon as complete and satisfactory service is given by the Montreal manager and his staff of experts, Mr. Sawyer has instructions to open up in St. John, Halifax, Toronto, and Vancouver.

N. Jerlow, factory superintendent, will shortly visit Canada to make sure that good export service is being given by each branch. The Chopin Piano & Talking Machine Co. are devoting all their time to phonographs, and within two months expect to be able to put on the market their own records.

MANDEL MACHINES NOW SOLD IN CANADA

The Mandel Mfg. Co., with headquarters at Chicago, is the latest talking machine Co. to enter the Canadian field. The company acquired some time ago a large plant formerly occupied by manufacturers of high-grade furniture, at Benton Harbor, Mich., and the splendid equipment which that plant was possessed of was to be seen in the construction and finish that characterize the first of the Mandel machines to be shown.

The Mandel Company are in a favorable position in that their instruments are not assembled products, but are manufactured in their entirety, including the manufacture of all metal parts, in the Mandel factories. In addition to the styles equipped with spring motors, the company have brought out two styles that are equipped with electric motors.

The proprietors of the Mandel Manufacturing Company, M. and L. Mandel, have been in the manufacturing business over ten years, and they have been, and still are, manufacturing cameras and photographic materials under the firm name of the Chicago Ferrotype Co. The rise of the company from an insignificant



Mandel Model No. 9, finished in mahogany, golden and fumed oak.

beginning to its present large proportions speaks well for the founders, and it is predicted that their success in the phonograph business will be a duplication of their former triumphs in other lines of endeavor.

Traffords, 129 Dundas Street, London, Ont., in order to introduce the Mandel Phonograph have inaugurated a sales club with a limited membership. The Mandel, by the way, is very popular there, and its construction and musical qualities have won much favor, says a trade report from London.



The Pathé Sapphire Ball Playing a Pathé Record. (Very much enlarged.)

The Biggest Thing Any Phonograph Can Claim

The public is tired of instruments whose costly records show wear after a few playings, and often are actually unpleasant to hear after fifty or sixty reproductions.

The public is tired of the endless bother and expense of changing needles.

The public wants to be free from such phonograph troubles. It wants pleasure, not bother and worry, in a machine.

THE PATHE SAPPHIRE BALL

gives merchants and salesmen a chance to GUARANTEE freedom from such troubles.

What is the Pathe Sapphire Ball? It is a polished, ball-shaped jewel used instead of metal needles to play Pathe records.

IT LENGTHENS THE LIFE OF THE RECORD

Because it never digs into, cuts or rips the surface. After a thousand performances Pathe discs show no perceptible wear.

NO NEEDLES TO CHANGE

It is permanent. No time wasted. The owner of a Pathephone never has to fear that he may be ruining his expensive records because he has forgotten to insert a new needle. He does not have to worry about his supply of needles running short.

And the Pathe Sapphire Ball means SUPERB MUSIC. Because the round jewel comes in immediate contact with all the sound impressions on the record and brings forth all the subtle overtones and delicate shadings hidden there.

You—the merchant or salesmen—have only to make your prospect see clearly the Pathe principle behind the Sapphire Ball—and you make an easy sale.

THE PATHEPHONE LINE IS COMPLETE

Music lovers can buy a Pathephone for as little as $35, or as much as $350.
Each of the models is equipped to play all makes of disc records. Every model has the living beauty of tone that has made the name PATHE famous on two continents.

THE PATHE REPERTOIRE OF RECORDS

There are records by some of the greatest singers now in America; by the idols of European opera houses—great singers who have never appeared in this country. Foreign orchestras and bands. And a thousand delightful novelties from the music capitals of Europe.

THE PATHEPHONE IS THE UNIVERSAL PHONOGRAPH

The Pathephone is not restricted to any one make of record. It plays every type of disc record. New territories are being opened daily by Pathe merchants. Let us give you further information. Write us to-day.

Pathé Frères Phonograph Co. of Canada, Limited

Factories and Head Office, 4-6-8 Clifford Street, TORONTO, Canada

Western Distributors : R. J. Whitla & Co., Winnipeg, Man.
Maritime Province Distributors : H. L. Hewson & Son, Ltd., Amherst, N.S.

Talking Machine Notes

W. G. Valiquette, Ltd., Montreal, are carrying a stock of 25,000 Pathe records.

J. F. Kearns, Ltd., Saskatoon, Sask., have opened up a Columbia Graphophone department.

C. W. Lindsay, Ltd., Montreal, are now carrying Sonora machines in all their branches.

The Fulford Mfg. Co., Fulford, Que., has gone into the manufacture of talking machines.

The Pugh Specialty Co. have been appointed Canadian distributors of Emerson records.

The Melotone Talking Machine Co., Winnipeg, are making "Recreola" and "Melotone" talking machines.

The Melodia Co., Montreal, have been appointed distributors for Pollock phonolas in Quebec and the Maritime.

Because of increased phonograph business J. Kellestine, music dealer of Owen Sound, recently enlarged his store to a depth of over one hundred feet.

Arthur P. O'Brien, president of the Paroquette Record Co., New York, visited Toronto recently, looking over the possibilities for Canadian sales of Paroquette records.

R. J. Whitla & Co. Ltd., Winnipeg, western distributors of Pathe machines and records, have in three months established over a hundred Pathephone agencies.

The Canadian Talking Machine Co., Montreal, find the growth of their Columbia business increasing so greatly that they have given over one whole floor to this line.

The Dominion Sewing Machine Co., Winnipeg, have been appointed agents for the "Viola," and the Carola Western Sales Co., of the same city, distributors of the "Carola" machines in Western Canada.

The United States business of Pathe Freres Phonograph Co. has increased so rapidly during the past six months that plans to erect a new factory adjoining their present seven-story structure in Brooklyn, are under way. The new building is expected to go up this fall.

H. L. Hewson & Son, Ltd., Amherst, N.S., who are distributors of Pathephones in the Maritime, have appointed Thomas B. Kenny, who has had a long experience in both the talking machine and piano business with some of Toronto's leading houses, as their wholesale traveller, covering the territory of Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland.

The Rossignol Talking Machine Co., 51 St. Paul St. West, Montreal, purpose handling on a large scale parts and accessories for dealers assembling their own machines. They will also specialize in Swiss motors.

C. W. Lindsay, Ltd., Montreal, paid on May 1, a bonus of ten per cent. to all their employees, so satisfied was the company with the profits of their talking machine department resultant from the efforts of the employees.

The Canadian Talking Machine Co., 217 St. Lawrence Boulevard, Montreal, are building up a business in foreign records, especially Polish, Roumanian and Russian, which, they say, is showing a handsome increase monthly.

Mrs. D. M. Pike, an expert talking machine expert, has been appointed head of the Pathe Freres sales service, a new department at the Toronto office. Mrs. Pike will visit new Pathe dealers and coach them in the arrangement of the department, ordering and handling of stock, window displays, prospects follow up, etc.

Hon. J. L. Perron, Montreal, and O. C. Dorian, general manager, have been elected directors of the Pathe Freres Phonograph Co., of Canada. The company are now turning out period designed cabinets, and have now on the market types of William and Mary, Queen Anne, and Louis XVI.

The Rayola phonograph is being manufactured in London, Ont., by the London Phonograph Co. This company is controlled by Mr. Wray, a well known and successful retail and manufacturing jeweler of that city. The Company's headquarters are at 234 Dundas Street, where the line is retailed, and from which address the wholesale business is handled. Mr. Wray has also arranged for the distributing rights in Canada of the Crescent phonograph of New York.

J. J. Callaghan, well known in London, Ont., business circles, and formerly in the piano business, has become interested in the manufacture of phonographs. The London Art Woodwork Co., Ltd., in which he is interested, are turning out the Lawcola phonograph.

Joseph Tees has associated with him Anson Grundy, and has opened up a music store at 235 Portage Ave., Winnipeg. Mr. Tees is well pleased with his new quarters, which had been fitted up by Frank Morris, who handled Columbia Grafonolas, but who recently retired from business. Mrs. Field, who is well experienced in selling Columbia goods, having been with Mr. Morris and the Columbia Grafonola Co. for some time, is in charge of Mr. Tees' phonograph department.

A. P. O'Brien, president of the Paroquette Record Manufacturing Co., New York, has taken measures to market Par-O-Ket records in Canada. Mr. O'Brien stated that owing to war conditions he was not sanguine of much business in the Dominion, but has been surprised with the orders secured and the number of inquiries received.

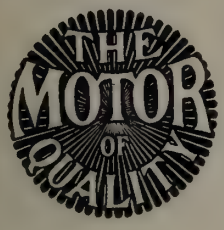
The Standish Phonograph Co., Ltd., Toronto, has been granted letters patent by the Ontario Government to deal in phonographs and musical instruments, and to establish wholesale and retail stores to dispose of these goods. The capital is set at $40,000, and the provisional directors are A. B. Crosby, and W. F. Hayes, manufacturers, and Wm. T. Standish, all of Toronto.

BISPHAM TO RECORD FOR PATHE

The Pathe Freres Phonograph Co., recently announced the addition to its staff of recording artists of David Bispham, the famous American baritone. Mr. Bispham will record exclusively for the Pathe library, and his first record is in the May supplement. His addition to the Pathe recording staff is a matter of keen interest to every Pathe dealer.

SHOWING SINGER HOW BAD HE IS

For sometime past talking machines have been employed in the teaching of singing, and their use in that connection is no longer a novelty. In Western schools, however, the practice is given added interest, because instead of just letting the pupil hear the artist's singing of a particular number, the student himself sings for the record. He does his best, and when the record is reproduced learns how bad his singing really is. It is said that the system has been most effective in showing students just wherein their errors lie—it has enabled them to hear themselves as others hear them.



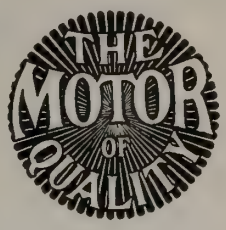
Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

CHICAGO ATLANTA SEATTLE TORONTO
Lumsden Building



OUR
CANADIAN BRANCH

is now settled in permanent quarters at the *Lumsden Building, Yonge and Adelaide Streets, Toronto— Rooms 302 and 303, Phone Main 3054*

Centrally located we will be able to render the trade *real prompt service.*

We are carrying on hand a very large and complete stock of *Heineman Motors*—known the continent over as the *"Motors of Quality."*

In addition to the above we are maintaining a service department under the supervision of a Motor Expert whose co-operation is at the disposal of the Canadian Trade.

Manufacturers will find it to their advantage to install the *"Motor of Quality"* in their machines.

Dealers will be sure of having satisfied customers if they buy machines from manufacturers who install *Heineman Motors*

We are able to give you service with quality products, quantity production, and prompt shipments.



Otto Heineman
President



"Music-in-the-Home" Movement

The "Music in the Home" movement, which has obtained quite a vogue in Canada and the United States, should be turned to good advantage by furniture dealers handling talking machines as well as by music dealers.

For instance, compensating advantages come to the children who live in Kalamazoo, Mich. The School Teachers' Club of that city determined to have a violin recital for the children and engaged Maud Powell, an eminent American artist. Madame Powell sent on ahead a list of the compositions she probably would play, and the children were encouraged to try the pieces on their home and school phonographs. The compositions were available, for Madam Powell is under contract to one of the phonograph companies, and is enthusiastic over the opportunity of making records.

Here is a suggestion that might be used by dealers in every village and town in Canada. What is to prevent them trying to place talking machines in all the schools of the land, and so encouraging a study of good music? The children will benefit educationally and the dealer commercially. It has been noticed of late that quite a number of talking machine dealers in Ontario and the East are availing themselves of the opportunity to take publicity space in the weekly page of their local paper which is devoted to the encouragement of "Music in the Home," an organization for the promotion of this movement having recently been formed in Canada.



Model No. 255, "Classic" phonograph, made by the Classic Phonograph Co., Ltd., Breslau, Ont.

HAMILTON FURNITURE PICNIC

Wednesday, July 18th, will be a day, long to be remembered by the furniture dealers and travellers of Hamilton and their guests. Once a year these busy fellows hold an outing. This year the careful beforehand preparation assures a programme of fun and games far ahead of previous affairs. Frank E. Walker's busy brain is engaged in handling the Stunts and Games Committee. There will be unique happenings that must be seen to be appreciated. One of the musical features will be a song by Walter Bateman with corn-cob accompaniment. Messrs. Nash and Davidson have arranged for a menu that will be very acceptable to hungry ball players.

The new Burlington Beach amusement grounds at the canal, will be set aside for this event, and will be at the disposal of the furniture picnicers only. Some of the features are, Soft-ball diamond with dressing rooms, bathing houses, boating pavillion, merry-go-round, miniature railway and auto ball game. W. J. Nash, of the M. S. Glascoe Co., has charge of the invitation list. Travellers who desire to invite an out-of-Hamilton dealer, should submit name before June 12. The next general meeting to complete arrangements will be held at the Royal Connaught Hotel, Thursday, June 14.

MIDSUMMER FURNITURE EXHIBITION

The Canada Furniture Manufacturers, Ltd., will conduct a midsummer furniture exhibition for the benefit of the trade in their Toronto showrooms, 136 King Street East, during the whole month of July. The company hopes this will be an opportunity to show the greatest aggregation of made-in-Canada furniture got together in the Dominion.

APPOINTED TO EMBALMERS' BOARD

Ald. C. N. Greenwood, of Stratford, a well known furniture retailer and president of the Stratford Bed Co., of that place, has received notification of his appointment as a member of the Ontario Embalmers' Board, to succeed James Torrance, ex-M.P.P., now Customs Collector at Stratford. Ald. Greenwood is a prominent Conservative and is an ex-mayor of his city.

OVERHEARD IN A FURNITURE STORE

One of our popular travelling men tells this. He was in a customer's store where a lady was looking over some period stuff for her home. "This chair," said the lady, "is Louis XVI, but my drawing room, you know, is Louis XIV. Would the chair go to it, then?"

"Sure, madam, sure!" said the dealer. "Louis XIV and Louis XVI always go together. You see, there's only two years between 'em."

A. A. Fournelle has opened up a furniture store in Pitt Street, Cornwall, Ont.

Jas. Dillon and Co., furniture and hardware dealers of Lipton, Sask., are succeeded in business by Chas. Walwyn & Co.

Schreiters, Limited, Kitchener, Ont., has been incorporated by the Provincial Government with a capital of $50.000, to manufacture, buy, sell and deal in all kinds of furniture, upholstered goods and house furnishings; to carry on a general undertaking business, and to take over as a going concern, the business of A. G. Schreiter & Company. The provisional directors of the cemetery are Alvin George Schreiter, Herbert Carl Schreiter and Armand Alvin Schreiter.

The Mandel

The Quality Phonograph Plays Any Disc Record

The proof lies in the endorsement of over two thousand dealers who are now selling the Mandel. Who can question the intelligence of this army—**2000 strong?** Can **you** ask for more substantial proof of quality?

Not Merely Assembled Completely Mandel Built

Few talking machines are really built, but the Mandel is manufactured by us in its entirety. It is one of the few phonographs that is not merely an assembled machine.

The Mandel is mechanically and scientifically correct—phonographically speaking. The Mandel motor insures maximum efficiency and service. The Mandel tone arm and sound box (reproducer) are built upon principles designed along common-sense ideas.

Thus the manufacturer's responsibility is behind the product. The Mandel must satisfy. That is our guarantee.



Model No. 3



Model No. 6

Big Value to the Consumer Liberal Profit for Dealer

This combination spells success. Large quantity output, plus factory-to-dealer distribution method, insures economy in production. The dealer profits—the consumer profits. The Mandel phonograph embodies honest value. It is built to sell and stay sold because of its intrinsic merit.

WRITE TO-DAY
FOR INFORMATION AND
PRICES

Mandel Manufacturing Company

501-511 S. Laflin Street
CHICAGO, ILL.

DANCED IN THE WINDOW

A decidedly novel stunt to draw attention to their Pathephone department was put on by the Home Outfitting Co., of Hamilton, Ont., on a recent Friday and Saturday. Two real, live dancers from New York, a young man and young woman who have given similar demonstrations in some U. S. cities, were engaged to give exhibitions of the latest dances in one of the



Miss Alice M. Pinkham and Vernon W. Bennett, of Castle House, New York, interpreting new and standard dances played on a Pathephone in the Home Outfitting Co.'s window, Hamilton.

windows of the store, the music being supplied by one of the latest designed Pathephones.

Mr. Johnston, the manager of the store, who is a live wire, was very much pleased with the affair, and George Honsberger, of Pathe Freres, Toronto, who went over to Hamilton to see how the exhibition was conducted, says the nearest he could get to the window was the middle of the road.

A large ad. in the Hamilton dailies announced the event, and the window, which is a particularly large one, was specially fixed for the occasion. Four of the best Pathe machines were used, one in each corner, pictures of Pathe artists were festooned about and used in the background, vases of flowers added some color, and two red roosters (the Pathe trade mark) were placed on pedestals in the doorway.

The artists danced to the music of a Pathephone during Friday and Saturday afternoons and Saturday evening, and every person who saw the dancers, and those also who read the ads., now know that the Home Outfitting Co. sell Pathephones. Mr. Johnston says the sales were splendid, too.

PATHE OPENING AT WINDSOR

Baum & Brody, furniture dealers of Windsor, Ont., who lately were appointed agents for the Pathe Freres Company in their city, recently had a formal opening of their Pathephone department, R. W. Burgess of the Pathe Company having charge of the arrangements.

The opening was suitably advertised in the local press, and a large crowd thronged the store during the day to see and hear the new instrument. Although a large stock was provided for the opening, the firm report that every machine was sold before three p.m., the last delivery being made at one-thirty in the morning, when a machine, which had been sold earlier in the day and retained as a demonstrating machine, was sent home. The results were very gratifying to all concerned, and necessitated an entirely new stock being sent.

The Pathephone department has been placed in charge of Mrs. Mercer, who has had a long experience in the talking machine trade, and she should quickly make the Baum & Brody department one of the most up-to-date and profitable ones in Windsor.

SONORA PRICE CHANGES

Price changes have been made affecting four models of the Sonora line of phonographs. From May 1st the following are effective: Melodie, $65; Barcarolle, $75; Troubadour, $102; Imperial, $137.

I. Montagnes & Co., Toronto, are bringing out a small model Sonora to retail at about $35. This is a special for Canada only, and is in response to the demand of Sonora dealers for a low-priced type. E. van Gelder, of this firm, has recently returned from a visit to the Maritime Provinces.

COLUMBIA MACHINES SHORTAGE PAST

John A. Sabine, of The Music Supply Co., Toronto, the Canadian distributers of Columbia products, visited New York, and early in the month was able to write his dealers from there giving them good news regarding prospects of improved service. James P. Bradt, who was recently promoted to the position of assistant to the president at New York, accompanied Mr. Sabine



Some conception of the crowd in front of the Home Outfitting Co.'s store at Hamilton looking at the New York artists interpreting dances played on a Pathephone.

on his return, and spent a couple of days in Toronto conferring with Mr. Ralph Cabanas, manager of the Company's Canadian division.

Mr. Sabine announces that so far as the Columbia products are concerned the shortage of machines is a thing of the past.

The ratepayers of Elmira, Ont., have voted an inducement to the Phonola Co. of Canada, to commence operations in the Interior Woodwork Co.'s building there. It is the intention of The Pollock Mfg. Co., of Kitchener, who manufacture Phonola Phonographs, to make their own cases at the Elmira factory.

Three of the "Phonola" family

REGISTERED JULY 11 1907

of which there are ten

You Stake the Sale on the Demonstration

The result of the recommendations of satisfied owners, your circulars, recitals, and all the talking machine advertising is in the bringing of prospective buyers to your store.

Then it's up to your phonograph. Everything practically depends on the demonstration. Salesmen appreciate that point, and that's why the **Phonola** is so popular with the boys on the floor.

The **Phonola** wins out in the demonstration. It appeals, pleases, convinces. It shows the would-be owner of a machine that the Phonola, reproducer, tone-arm, sound-box, motor and every part work harmoniously together to get **all** the music out of **every** record. It displays the presence of a full, pure, accurate tone, and the absence of scratching and discordant sounds.



Model Prince
Price $175



Model Princess
Price $135

The range of designs in the Phonola line is a strong point. There is a Phonola at a price to suit every person. Each model represents the maximum of value for the price, and in each there is an ample profit for **you.**

How many do you need? Prices from $18 to $250.

The Pollock Manufacturing Co., Limited

"Makers of the Phonola"

Kitchener, Ontario



Model A
Price $65

LEADING FURNITURE RETAILER DEAD

By the death of Frederick Childerhouse Burroughes, president of the F. C. Burroughes Furniture Co., Ltd., Toronto, which occurred on May 24, at his late residence, 140 Spadina Road, Toronto, Canada lost one of its leading furniture retailers. Mr. Burroughes was the second son of the late Robert and Mary Burroughes, and was born in Attleborough, England, 61 years ago. He came to Canada with his parents in 1862, and was one of a family of fourteen children. Ten of them came to this country and settled in Ottawa, where the father was engaged as a civil servant in the Crown Lands Department, and when the Provincial Parliament was decided upon the family moved to Toronto, where most of Mr. Burroughes' life was spent.

Soon after Mr. Burroughes came to Toronto he engaged with the old furniture firm of Jacques & Hay, where he served his apprenticeship. To this business he became much attached, and made it highly successful. He also spent two years in Chicago, perfecting himself in special departments of the furniture business. For three years he managed the manufacturing wholesale business of Campbell & Abraham, at Stratford, where he met and married Lucy Eleanor Struthers in 1885.



The Late F. C. Burroughes

Two years later he came to Toronto and entered into partnership with Richard Potter at Queen and Portland Streets. He soon bought Mr. Potter's interests; and being enterprising and anxious to extend his business he took over the concern of Joliffe & Co., at that time one of the most important furniture firms of the city.

About this time the great depression came; and had it not been for Mr. Burroughes' unfailing faith in the future of the city and for his indomitable energy the business which he established would not have been left, as it is to-day, a living monument to his memory. His interest in business was keen, but his highest enjoyments lay within the family circle and the life of a singularly happy home.

He was an enthusiastic member of the Mississauga Golf Club, golf being the only form of sport in which he took an interest. About eight years ago his health became uncertain and he was not able to take his former prominent part in the business which he had founded, but his interest in it remained unabated. The state of his health led him to take various lengthened journeys to Europe, California and Florida. From the last of these he had returned only a few weeks before his last illness; and he had the mingled sorrow and satisfaction of bidding good-bye to his younger son, who went overseas as captain and adjutant of the 234th Battalion, C. E. F.

He leaves to mourn his loss a widow and two sons, Bert C. Burroughes, who has been raised in the business and is a worthy successor of his father, and Capt. C. R. Burroughes, who is overseas. He is also survived by five brothers and four sisters. The funeral, which took place on Saturday, May 26, was very large and included representatives from furniture firms all through Canada. It was conducted by Dr. Hincks and Dr. Tovell.

The floral tributes were exquisite and so numerous that the room in which the casket was placed was a complete bower. The employees of the F. C. Burroughes Furniture Co. attended in a body. The pallbearers were four brothers and one nephew, who represented Mr. Burroughes' oldest brother in London, England, together with his brother-in-law, G. Noble.

A VENTURE IN JUNE WEDDING TRADE

(*Continued from page 22.*)

friend, "but some of them will probably be induced to buy things which they see in the list. And at any rate it will be a good advertisement for you."

In the window displays which he made and in the advertising copy which he prepared, Kean also received the assistance of his friend.

During the campaign Kean did not do a big, roaring trade, but he did a better one than he had ever done before. Business came from unexpected quarters, both from those who were to be married and their friends, and from those who were not in any way interested in contemplated marriages. Some of the sales he could trace directly to his window displays. Others to his newspaper advertisements and to his circulars. Kean was delighted with the results, and was encouraged and inspired to further effort. When, as time went on, he found that the sales he had made to newly-weds before their marriage were productive of others, he concluded that campaigns for the June wedding trade possessed more than an immediate benefit. They created a clientelle which was good for future business.

The success which had crowned his efforts in this particular campaign induced him to inaugurate others at every favorable opportunity. As a matter of fact, before the June wedding campaign was well over, he was in a small way pushing summer furniture. When the fall came around he was doing a little specializing in lines suitable for that particular season, while during the Christmas season, for a store the size of his, he made quite a splurge.

Since that time Kean's business has gone steadily forward, with the result that six months ago he found it necessary to occupy larger premises. And naturally he attributes it all to his first venture in specializing for the June wedding trade.

"Nothing venture, nothing win," he soliloquized the day he opened his new store to the public.



MODEL No. 85
Finished in Oak or Mahogany.

Prompt Shipment

Quality is the foundation of the "Classic"

Quality in Material Used
Quality in Workmanship
Quality in Reproduction

The Quality of Merit

The CLASSIC is the latest triumph in tone reproduction, giving a faithful rendition of vocal and instrumental music. It plays all makes of disc records, and furnishes the fullest and richest volume of sound of which any record is capable. Fitted with all the latest improvements. Door or scroll front, with Tone Moderator, Brake and Speed Regulator and Automatic Stop.

"Classic"
"SILVER TONE"
Trade Mark R'g'd
CLASSIC PHONOGRAPH CO. LTD. TORONTO CAN.



MODEL No. 105
Finished in Oak and Mahogany.

Satisfied Dealers



MODEL No. 135
Finished in Oak, Mahogany or Walnut.

Dealers Wanted

Send Post Card for New Illustrated Booklet

Get our prices and complete information governing our complete line. Every Phonograph is guaranteed as follows: "If within one year from date of purchase, anything in connection with the phonograph should prove defective or unsatisfactory we will replace it." We guarantee your customers complete satisfaction.

Classic Phonograph Co., Limited

Office and Salesroom
No. 3 Excelsior Life Bldg.
TORONTO

Factory:
BRESLAU, ONTARIO



MODEL No. 105D
Finished in Oak or Mahogany.

Sentiment in Selling Talking Machines

By E. Richards

First impressions are of the utmost importance in the sale of talking machines. For this reason it is important that the salesman should secure the attention and good will of his prospect at the start, so that attention may be held while a demonstration is given and other arguments offered as to why the prospect should buy.

In selling a talking machine, it must be borne in mind that this is a luxury, and that, unlike a piece of household furniture, it is not absolutely essential for the family's welfare. Sentiment plays a large part in the purchase of the "talker," and it is in his appeal to the sentiment of his prospect that the salesman must be able to reach his buyer.

Somewhere in the catalogue of any of our present day record manufacturers will be found the exact record which will, whether it be orchestra selection, song, band, concert or humorous dialogue, break the crust, get under the skin and reach the pocket book of the prospective purchaser. The man who can judge quickly the prospect's temperament, nationality and general tastes, possesses the open sesame to success in the sale of talking machines.

There's a certain amount of psychology in the demonstration that well deserves the attention of salesmen in this line. One could almost make a comparison between the salesman of talking machines and the dramatist, who in order to keep the attention of his hearers, must not continually harp on one string, but must inject some variety into his theme. Just as in every play, no matter how sad or pathetic, there must be some humor injected in order to please the auditors who want variety or humor besides tragedy, so the talking machine salesman must learn to understand the sentiments of his prospective customers.

In order to make a sale it is not necessary to play a large number of records or to give a concert for the benefit of the listener. Three records well selected will, as a rule, draw forth some expression from the prospect, and once the responsive chord has been found and struck the salesman has his cue as to how to proceed further in making that sale.

A lively band record followed by a clear tenor solo and a humorous record will usually break down the prospect's reserve, and once his sentiment and sense of humor is aroused and resistance to sales arguments lessened the responsive chord has been found, and the sale is either made or lost.

Playing too many records may have exactly the contrary effect hoped for, and may tire the patience of the listener before the demonstration is over.

There are many little points of salesmanship to be observed by the clerk which often are important in the final outcome of a demonstration. He should be certain in the first place that the mechanism of the machine is in perfect working order so that there are no unnecessary halts, delays or strange noises while the demonstration is on. Needles should be carefully inspected and he should be sure that the needle he is using is exactly the one to give the best rendition of the selection he wishes to have his prospect hear. While demonstrating a record the motor should not be wound; this should be attended to before the motor is started and a good start made before settling the reproducer on the record. The result of this will be that your record starts on the original pitch at which it was recorded and there is no unpleasant discord.

The difference between making a sale of an $80 or $100 machine and one at $15, is largely one of good salesmanship, and the clerk who has charge of the department should know his prospect. In the purchase of a talking machine the musical feature is not by any means the only one that appeals to the customer, especially if it be a woman. Nowadays the cabinet plays a most important part in the sale of a machine, and to be in harmony with the other furnishings of the house the music cabinet must harmonize somewhat with the room furnishings in color, nature of wood and design. Some of the handsomest music cabinets of to-day are built to match period suites in furniture, and the woman buyer is just as particular that the style be appropriate and the color in harmony with that of the room in which she wishes to install the instrument as she is about the instrument itself. This point must not be lost sight of in making a sale, and a sufficient variety of cabinets must be carried in stock to meet all tastes. Nearly every music cabinet manufacturer has some special feature about his cabinet that well deserves consideration; some new system of filing records, a patented sliding compartment arrangement by which records can be reached without difficulty, a unique filing system for records, or some other advantage which it is well worth bringing to the attention of customers.

Furthermore, the motive of the buyer in purchasing an instrument must be kept in sight. Some persons would not be interested in the slightest in a comic dialogue or coon song, while, on the other hand, it would be just the record to demonstrate to the man or woman who appreciates humor and doesn't care much for the classic. Sentimental pieces appeal, of course, much to young women of nearly all types, and ragtime goes well with boys and young men. Often a hit can be made by playing some of the old-fashioned melodies and Southern songs.

To get the best results from selling phonographs or talking machines a booth or demonstration room should be arranged where patrons may listen without being disturbed by other records being played, and where they may hear special selections for which they may ask. Especially is this necessary in the sale of records, as much of the delicate tone shading and finer points of orchestral selections are lost when the demonstration is given in the open store, and where the music detracts from the attention which other salesmen must give to their prospects. A loud band concert piece played while a clerk is trying to make a sale of some other article is distracting, and for this reason as well as the privacy afforded to record and instrument buyers the talking machine booth should be installed wherever practicable.

All instruments as well as music cabinets should be kept in first class working order at all times; the mechanism of all machines in stock needs a little inspection, and cabinets should be kept clear of dust and dirt. Popular selections, pieces that are being played at the local theatres, and songs that are being sung in vaudeville are always among the best sellers. The salesman must be up to date in these matters if he means to keep his stock moving.—The Talking Machine World.

Buying "the quantity" to get the "quantity" price is all right if that quantity can be sold out in a few weeks, but if it is going to last a year, consider before you buy.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

The Highest Class Talking Machine in the World

It Brings the Cash Sales

SONORA is a leader in the phonograph world, and has always been prominent in the noteworthy advance of the industry.

In reviewing the progress made in the last few years it is interesting to observe that Sonora was

1. The first to make a cabinet model under $200.
2. The first to utilize a tone modulation.
3. The first to employ an automatic stop.
4. The first to develop a jewelled disc record.
5. The first to have a motor meter.
6. The first to produce a 30 and 45-minute motor—and now latest.

The first to produce an acceptable Portable Model.



The Sonora "Imperial" $137.00

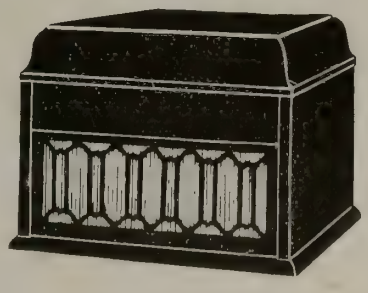
Sonora has been, and will continue to be, the first to introduce important improvements that are of value in the use and in the operation of the modern phonograph.

Sonora is remarkable for its tonal beauty and truthfulness of reproduction. The external appearance of the Sonora makes it appropriate for the very finest of homes. The workmanship is of the very highest character—nothing "good enough" is ever permitted to pass the examining inspector. From the bottom tip of the cabinet leg to the last coat of polish on the top, everything that goes to make the Sonora is RIGHT.

That is why Sonora is invariably preferred when heard in comparison. The Sonora is made up to a standard and not down to a price. The Sonora through merit commands cash. The Sonora buyer buys the Sonora—the price and method of payment are never primary considerations.



"Barcarolle" $75.00



"Melodie" $65.00

TEN SUPERB MODELS

$65	$75	$102	$137	$205
$240	$265	$300	$475	$1,500

Manufactured by

Sonora Phonograph Corp.

NEW YORK

EXCLUSIVE CANADIAN DISTRIBUTORS

I. MONTAGNES & COMPANY

SHUTER and YONGE STREETS

RYRIE BUILDING TORONTO

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

Remember the Capillaries

(Concluded from last month.)

By Howard S. Eckels, Ph.G.
Dean of Eckels' College of Embalming, Philadelphia, Pa.

Written for Canadian Furniture World and The Undertaker.

It is estimated that at least one-half of the blood in the body is always in the capillaries, and it is obvious that this blood must be forced out of at least the surface tissue if an attractive appearance is to be obtained. Putty color is the old bugaboo of the undertaker who uses a raw formaldehyde fluid; and in most cases where such a fluid is used it is absolutely unavoidable, as a study of its cause will reveal. Putty color is caused by the sealing up in the capillaries of the discolored blood and by the affixing of the color corpuscles to their walls by the astringent action of formaldehyde.

In many cases it is practically impossible to force fluid through the capillaries because the formaldehyde's harshness has sealed them tightly, at the same time holding fast there the discolored blood. In other cases, and where the rigors of the formaldehyde have been partially abated by other chemicals, the walls of the capillaries are merely stained with the discolored blood. In either event, the result is confusion to the undertaker, and a body whose appearance is a reproach to the science of embalming.

A few years ago we had little criticism to visit upon the man who produced a putty body, provided always that he secured preservation, for we regarded this color as inevitable.

To-day, however, the science of embalming has so far advanced as to absolutely eliminate the familiar putty tint where a capillary wash is first injected and then fluid follows.

For the benefit of those, however, who have not yet seen their way clear to try "Embalming by a New Principle and a New Method," I would like to say a few words which may help them in their troubles. It is almost impossible to totally eliminate post-mortem discoloration once it is set by a raw formaldehyde fluid, but the trouble may be softened somewhat by elevating the head to allow the natural gravitation to draw away as much of the blood as possible, especially when this natural drainage is aided by general manipulation with the fingers or with a sponge. Re-injection of such a body through the arteries, using a peroxide of hydrogen fluid, will tend to force some of this discolored blood from the capillaries. But is is difficult to mend a body whose appearance has been spoiled by a raw formaldehyde fluid. If some of the discolored blood be not removed, it will offer a resistence to continued free circulation through all of the tissues all over the body or else it will expand the veins, particularly those of the neck—the jugular veins—which have but two valves.

When these veins are stretched so that these valves do not meet, they lose their controlling influence and allow regurgitation of the blood, which is now mixed with some fluid, back into the face, producing a reflushing. If this is not immediately removed it will still further increase the stains in the walls of the capillaries and lymphatics. Neither hot nor cold water externally applied at this critical juncture is of sufficient value nor produces good enough results for the practical embalmer of the present day to waste time on.

The embalmer who gets his circulation with a peroxide fluid can wash out this tissue by general circulation and draining the blood; or when this flushed condition appears and has been allowed to remain long enough to congest, can aid it greatly by raising both of the carotid arteries and injecting up into each side, manipulating the facial tissue while doing so to facilitate the passage of the red blood corpuscles. In ordinary cases, arterially embalmed, moist cloths on the face will aid somewhat in securing a cosmetic effect, but if kept on too long or too moist, they cause that peculiar shriveling and shrinkage of the skin which occurs when the hands are kept in water for any length of time. Where it is essential that the face should not be allowed to dry out too much, thin application of facial cream will go far toward keeping the skin soft and velvety, and in that excellent condition which should be the aim of every conscientious embalmer.

It, therefore, should be apparent that not only should a sufficient quantity of fluid reach the capillaries, to insure preservation and disinfection, but enough should pass through them to wash out the seeds of discoloration and decay. In many cases this can be accomplished with the average fluid; but I am quite certain that the embalmer who wishes to be permanently rid of that foe to cosmetic effect—putty color—will be compelled to use a fluid far more blood-solvent than any raw formaldehyde fluid possibly can be. I know of no fluid which will accomplish this to anywhere near the extent which a peroxide of hydrogen fluid will, because the peroxide which constitutes its principal disinfecting base is itself fifteen-sixteenths composed

OFFICIAL NOTICE FOR FURNITURE WORLD READERS

To Members and Prospective Members of the Canadian Embalmers' Association

Your Executive will meet soon to arrange programme for the next convention. Have you something to offer that will help them in their deliberations? Don't be backward in offering your views. We want your advice. Address communications to

FRED W. MATTHEWS, Secretary,
655 Spadina Ave., Toronto.

of the very element which nature uses to reach and cleanse the capillaries—oxygen. It is a safe thing to remember that the worse the condition of the body when it comes into your hands and the greater the presence of capillary or surface discoloration, the more vital the necessity for using the proper fluid in order that the proportion of formaldehyde shall be reduced as low as possible, so as to secure a penetration which could not be obtained were a harsh or heavily formaldehyde-laden fluid used.

DOC. FERGUSON RECOVERING

Dr. G. W. Ferguson, Canadian manager of the Champion Chemical Co. has been heard from in the West, where he has been for some time. The Doctor met with an auto accident last month, which accounts for that



DR. G. W. FERGUSON
Well-known "Champion" man.

"Scotch limp," while he is slowly creeping upon us here in the East, where he will soon open up the summer home at Kew Beach, Toronto.

CANADIAN SOLDIERS' GRAVES IN ENGLAND

The Brighton, Eng., Parks Committee, have had before them a letter from Captain C. L. Turnbull, Canadian Administrative Headquarters, stating that it is the desire of the Canadian authorities to mark the graves of Canadian soldiers buried in the United Kingdom with temporary memorial crosses executed in oiled oak, to be replaced by permanent memorials at a later date, and requesting permission to place these crosses on the graves of Canadian soldiers buried in the Brighton Borough Cemetery. The chairman reported thereon, and it was resolved "That the permission applied for be granted subject to the observance of any directions of the superintendent of the cemetery, and that the applicant be supplied with a description of the crosses which are being placed on the graves of British soldiers so that similar ones may be used for the graves of Canadian soldiers if desired"; also "That Lieut-Col. Burchett be informed of the proposed arrangement for placing crosses on the graves of Canadian soldiers in the Borough Cemetery."

ONTARIO CITY KEEPS MOVING

It is very noticeable in St. Thomas, says a correspondent, that the place is quite alive and turning from dead conditions to those of a fiery, spicy and patriotic institution. As an instance the store building formerly occupied by Gardner and Popham, undertakers, is now turned into a shooting gallery. And the building which the Kerr Undertaking Co. occupied for twenty years has lately been reopened by the most modern shot sports, where one can learn to shoot anything from germs to Germans.

CANADIAN ASSOCIATIONS CONVENTIONS

No date has yet been fixed for the annual meeting of the Western Funeral Directors Assn., though it is quite probable that it will be held during the first or second week in July.

The Saskatchewan association will meet at Regina on July 23, 24 and 25.

Neither the Alberta nor British Columbia associations have arranged their programs as yet.

The Canadian Embalmers' Association Executive will meet early in July to arrange for their annual school and convention during the last week of August and first week of September.

D. Andrews, secretary-treasurer of Dominion Manufacturers, Ltd., was forced to postpone his western trip a month. He hopes to get away sometime during the month of June.

The Schomberg Cemetery Association, with head office at Schomberg, Ont., has received a Provincial charter. Geo. Fred. Skinner, undertaker of that village is one of the provisional directors.

AN IDEAL
FUNERAL CAR

Before placing your order for a motor vehicle write us for prices. We build to order or will submit original designs.

We also manufacture
Undertakers' Carriages, Motor Wagons, etc.

WM. H. WATTMAN
237 Mutual Street **TORONTO, Ontario**



CORRESPONDENCE

A Well-Merited Criticism

Canadian Furniture World has received from an esteemed correspondent—a travelling salesman for one of our good furniture lines, and who sends us his credentials—the following critical letter anent a story which recently appeared in these columns. We withhold the name for the present, until we can send a representative to investigate the truth of this yarn. As we did not vouch for the Flint-McLaughlin story we can but be fair and publish this criticism here:—

Dear Editor:

I waited a whole month for your May number to be distributed, hoping in the meantime that some one would put on the boxing gloves, and hammer the daylights out of Bob Flint, and ("Mac") McLaughlin, or at least make some protest against that fish story; but not a syllable. So having raged inwardly for all these weeks, I must now voice my displeasure.

Every "good fellow" likes a story, and one game enough to permit some play of the imagination to enter into it. In other words, a certain amount of elasticity, even a slight stretching of the truth. But even granting this latitude, every one prefers to have the story sound reasonable and able to believe all that was said to be possibly true.

Now, if you please, we might believe the fish ate worms from "Mac's" hand. Every one knows he has worms. We might go further and grant that the fish would flop up onto the bank when he saw him coming. In fact, we wouldn't reject the story in toto if he had been satisfied in telling us the fish finally forsook the pond altogether, and became his daily companion, but when he undertakes to tell the intelligent readers of the Furniture World, that, "The following summer while strolling down by the pond, his pal, the fish, made a miss flop, fell in the pond, and was drowned," then it is that silence is no longer a virtue.

Why, my dear Editor, every one knows who has ever eaten one that a salt mackerel or a dried herring wouldn't drown, if either were to fall into an ocean of water, even though they had been well cured for ten years. You would further testify to the fact, that they keep on clamoring for water, and more water, for days after their mastication.

Now, Mr. Editor, don't think these lines have been penned through any feeling of jealousy or pique. My criticism is based wholly upon the fact that any right-minded person, young or old, would recognize such a yarn as the production of a diseased mind, cut on the bias; in fact, a pure prevarication—"The fish fell in the pond and was drowned." Rats! Mac, please keep away from ponds in the future.

A Real Fi— Snake Story

Mr. Editor, I do not feel like quitting this subject without giving you an illustration of just what I mean, by telling a story (any old story) having some semblance of truth.

I have, as you know, a brother Charley, our boyhood days were spent on father's farm over in Michigan. Now, one of Charley's dominant characteristics was tender heartedness. He had a place in his affections for all animals, birds and reptiles. He would go out of his way to avoid possible suffering, to even a worm.

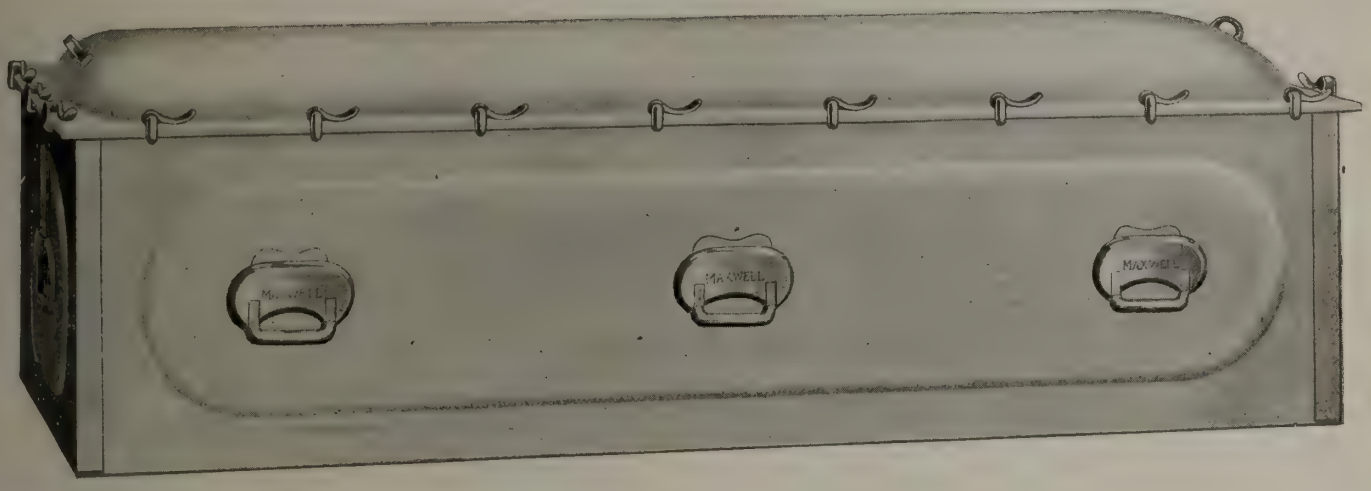
On that old farm was one field that Mother Nature had left on edge; it was either up hill or down at every step. The night before the day my narrative begins there had been a terrific fall of rain, and every hollow place had become a miniature lake, and the side hills furrowed out where the water had rushed down to the low spots. One of these rivulets had met an obstruction in the way of a fairly good-sized rock. The water for the moment dammed up, finally began to find escape at the side of the rock, and the earth was washed out at either side, sufficiently, at last, to loosen and finally dislodge the rock, which rolled down the hill, and by one of the perverse laws of chance, found lodgment at the very moment a large rattlesnake was passing that very point. Mr. Rattler all but escaped, but the rock stopped just in time to catch the tail of his snakeship.

This particular field was always held for providing the night pasturage of the milch cows, and it was Charley's first morning chore to bring up the cows for milking, and, in getting around them he passed near the dislodged rock and made the discovery of the rattler's sad plight. One of the rails from the old rail fence served the purpose of a pry, and in a few moments Mr. Rattler was freed.

We were always told in our youth, that certain birds, animals, and reptiles, were entirely lacking in any sense of gratitude, and that the snake family possessed the least of all. Naturally, he felt he had done all that could, or would be expected of him, from Mr. Rattler, but if "The exception proves the rule," this particular one certainly did appreciate what brother had done, and in every possible manner showed his thankfulness. He would rub up against his legs, raise his head, and receive the friendly pat, and ask for more. All this had taken time, and as the morning chores, milking included, were all a before-breakfast task, brother turned away from his new admirer, and started to get the cows headed toward the barn yard. It may be that father's "hurry up" call may have had something to do with it. Great was brother's surprise to see Mr. Rattler right at his heels, and was Johnny on the spot, when the yard was reached, with the result that Mr. Rattler became one of the family, and his greatest pleasure was to crawl up on brother's lap at meal time, and in the early evenings this was his favorite resting place. At night he would lay curled up on top of brother's bed, and if the night was cold, Mr. Snake would crawl down under the bed covers. In the morning he would lay, with head well raised, watching every move of brother's dressing, and when the shoes were tied, off the bed he would get and have a few minutes' frolic before going downstairs.

One night brother woke up from some unknown cause and immediately detected a draft of cold, fresh air. Knowing the windows in his room were closed, he wondered where it could come from. As was his wont, he began to feel around for his chum, Mr. Rattler, but he was nowhere to be found, neither above, nor under the covers. His search was brought to an end by having Mr. Rattler give his old "rattle box" a lusty shaking. This was an entirely new experience, as Mr. Rattler went to bed for all night when he did go, but the rattling continuing left no doubt as to where it was. Brother's room was just at the head of the stairs, and as friend rattler paid absolutely no heed to his call or whistle, he decided that Mr. Snake had gotten up in his sleep, crawled down stairs, became

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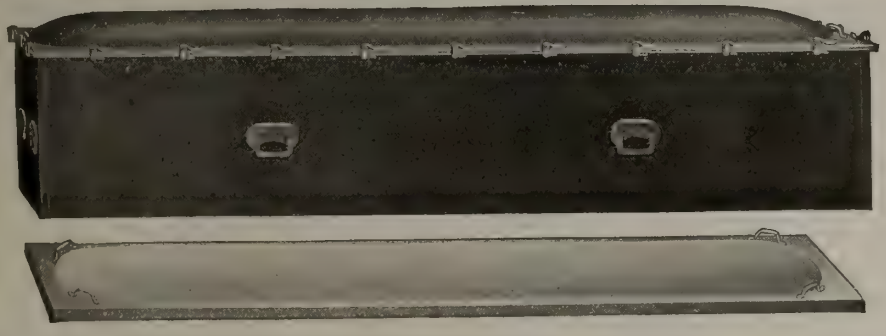
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awakened, and lost in the dark. So down stairs goes brother to the rescue.

If surprised at Mr. Rattler's desertion he was doubly so, when he went into the sitting room (from whence had come the sound of old rattle box), to discover not only the source of the draft of fresh air, but also the cause of Mr. Rattler's midnight ramble. The window pushed to the top of the frame, a burglar, who was in the act of making his exit loaded down with the family plate, had been made captive by Mr. Rattler, who had coiled himself about the burglar's neck. Eyes glittering, tongue protruding, and the hissing so terrorized the burglar, that he hadn't made a single move, for fear the deadly fang would find a place in his flesh.

The cause of the rattling also was soon apparent. Aside from his snakeship's intent of awakening the family, he had let enough of the lower portion of his body inert, so his rattler was well below the raised sash, and to such good purpose was his rattlers employed, that not only the family, but the sheriff who lived across the road, was awakened. That functionary soon had the "darbys" on Mr. Burglar's wrists, and headed toward the county jail.

Now, Mr. Editor, have I made my case clear to you? Can you not see the evident distinction in the two narratives? I should have stated earlier in my story, the fact, that any one who visited at our home, was an accepted friend with our pet, and was always welcomed by him ever afterwards. Who dares say the lower order of life has no reasoning faculties, and can not discern between the regular and the irregular? Rattler knew that Mr. Burglar was not an acceptable visitor, even for a few moments' sojourn, and also proved beyond all cavil, its desire to serve, not only my brother, who had been his savior, but the whole family.

Not long after the above noted event, our friend contracted some disease of the lungs and passed away, but not without many a tear having been shed by all of us at home, and should you be going past the old farm, over in Michigan, walk over to the southeast corner of the garden, there you will see to this day, a little grass knoll, and above it a wooden tablet marking his resting place, together with the request that all future owners should leave the spot undisturbed. Up to this day the request has been fully complied with.

And now, Mr. Editor, my little contribution is finished, except you will grant my request, to call attention to the moral lesson that may be learned—i.e., to my fellow travellers, don't tell any such fish stories such as Bob Flint accredits "Mac" with telling, but keep to the narrow path as I have done. In fact, let your conversation be "yea" and "nay," always bearing the semblance of "being the whole truth, and nothing but the truth."

Trusting I have not made the telling to long, or made an extravagant use of good, white paper at fifteen cents per. Thanking you, I am, dear Editor,

Very sincerely yours,

X. Y. Z.

EMBALMING URGENTLY NEEDED IN ENGLAND

W. Oliver Nodes, of London, Eng., that leader in funeral directing in Britain whose word is always listened to on both sides of the ocean, writes to The British Undertakers Journal about an interesting condition of the profession in England, at present.

Our business as undertakers at present is threatened with one of the most serious positions that it has yet had to face. I refer to the combing out of men engaged in our trade. Everywhere there is shortage of labor; coffin makers, coachmen, and men engaged in all branches of our business are gradually going. It is so serious that the leaders of our business are discussing ways and means, and doing all they can to grapple with this tremendous difficulty. The public are learning of this bad state of affairs because many people are suffering great inconvenience, being compelled to endure insanitary conditions in their homes for the reason that the undertaker is unable to cope with the high death-rate that has now been obtaining for some weeks. Some of the press have taken the matter up, and one of our big London papers speaks of this grave danger to public health which has become a public disgrace and scandal.

My one thought in referring to this matter is that there is every possibility for the same conditions to continue; moreover in a few more months to be gravely accentuated as the hot weather approaches. We all know the insanitary conditions of a body in the summer, and those conditions in very many cases manifest themselves a few hours after death.

This brings me to my proposition and the personal note of my letter. Will not the trade agree that, taking all these things into consideration, they will be doing something to minimize these shocking conditions, if they can go to the house of mourning, and with a little knowledge of post-mortem sanitation be able to place a body, no matter how bad it may be and how hot the weather, in a perfectly sanitary condition. Then the coffin can be delayed without any fear of something terrible happening, and funerals can be regulated and so relieve the great pressure at the cemeteries.

I shall perhaps have friction with many embalmers when I suggest that we should go to our brethren in all parts of the country and impart this simple sanitary knowledge to them. We should not attempt to teach arterial embalming. That will probably come later. Two or three lessons should suffice to equip a man with this essential knowledge, and the instruments and disinfectants necessary for the work would be quite a small item. So far as I am personally concerned, I am ready to go to any town, south, east, or west, I was going to add north, but there are some teachers there, if they will forget the old notions that we held on this subject, in the face of a grave public danger and go out and do some good work for the common weal.

If readers of the "U. J." think the matter worth taking up, I ask them to be busy now. Don't wait for something to turn up. Let me know your town and see if we can't fix the matter up.

Dear Mr. Editor, I hope that there will be no need for a lengthy controversy on this matter. Some of the B. U. A. National Council have spoken similarly to this before, and if it seems good to them, they will, I know, support it.

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And it is our quiet conviction that DIOXIN IS the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before DIOXIN will be used by every funeral director who demands the best.

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Science in Operating

By Chas. O. Dhonau

From the Cincinnati College of Embalming and the Pathologic Institute of the Cincinnati General Hospital.

(Continued from last month)

When we inject a thin, dry body, we know that a normal fluid containing five per cent. of formaldehyde gas is capable of mummifying the body; desiccating it; causing it to become brown in color, and the skin to become shrunken and dry. Knowing that, we do not use a normal fluid, because preservation of a body for funeral purposes does not necessitate mummification.

We use a solution which is just one-half the normal strength for the first bottle of the injection and not more than three-quarters of the normal strength for the balance of the injection, and obtain good preservation without destroying the appearance of quiet sleep. When it comes to the heavy moist dropsical or edematous case, we use the surplus power that we saved from the injection of the dry, thin, body, and bring it to bear on the excessive moisture condition. For example, we use normal fluid for the first bottle, one and one-quarter normal for the second bottle, and one and one-half normal for the third bottle, and regulate our injection so as to get the maximum power into the work. As where is usually enough excess moisture in the body to equalize the extra power of our fluid, we obtain a degree of preservation that gives us a very natural lifelike appearance. In arranging our fluid for the injection in these cases we try to take the apparent moisture percentage of the body and arrange the percentage of fluid so that preservation is secured without sacrificing the appearance of the case.

When we receive a body with the ears and neck discolored, we press the discolored parts to demonstrate the apparent mobility of the blood. If the blood disappears under pressure we know that we can safely use a half-strength fluid for the first bottle of the injection, if the blood seems to disappear partially, under pressure we use a capillary wash ahead of the fluid so as to get the maximum action. If the blood does not disappear at all under the pressure we use a capillary wash and select the double carotid and internal jugular method, the strongest method we know of for removing resisting blood discolorations. If we are unable to move the blood discolorations with the last method, we know that we have done all that was possible for the case, and then use cosmetics and light effects to neutralize the color.

If in raising an artery we find the arterial wall thick and brittle, having the appearance of being sclerosed (arterioclerosis) we expect to have some difficulty in causing the fluid to penetrate properly and uniformly. We use more than a normal pressure in such cases and know that anything less would not suffice. In one sided paralysis cases, we expect to find the arteries of the paralyzed side sclerotic, so we pass over to the opposite side of the body for the artery to be injected. When our injection has been completed, we expect the paralyzed side to show little or no formalhehyde effects, since the tissues have been below normal since some time before death.

In working on such cases as would be found with cyanosis (congestion of the vessels of the face) we understand that the cause of the trouble is a shut off in the venous side of the heart or pulmonary circulation and that as long as we can move the discoloration under pressure, we can apply the axillary injection and drainage and relieve the trouble. Where the blood discoloration is removed with difficulty under pressure, we use the double carotid injection with a blood solvent or capillary wash to help us cleanse the vessels.

In the case of amputation of the lower limbs as in railroad accidents, where the patient has lived long enough to have received hospital care, we do not expect a leakage from the vessels of the stub ends and consequently give them no attention until we are ready to bandage them after the injection. Where the patient has died from loss of blood before reaching the hospital, we use plaster of paris paste over the entire stub end before beginning our injection, in order to avoid a leakage of fluid through the severed vessels.

This information is given to show that those who do not care to be scientific are laboring under a severe handicap. Their work would be much easier if they would study their cases as we do. Success in the difficult cases is only the standard by which professional men in our work should be judged from the operative standpoint.

Undertakers, like physicians, can hold a practice only as long as their service is satisfactory to the people.

Undertakers must not forget that to neglect small details is to sow the seeds of dissatisfaction.

No undertaker has ever been so strong that he has prevailed against the competitor who proved to the people, by his work, that he could be depended upon to do the right thing at the right time; that he treated everyone with due consideration; that he had the utmost respect for not only the feelings but the pocket books of his patrons; and, that he considered it a duty to society to concern himself in every possible thing that would help to solve its problems.

The undertaker who acts as though the world was made for him, and that he owes nothing to society, is building on a foundation of quicksand.

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5 per cent. of all deaths ages 60 to 69.
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Three deaths from tuberculosis at age 100 or over occurred in one year in the United States registration area.

Note that about one out of every three deaths between ages 20 and 29 are from tuberculosis.

One out of every four deaths between ages 10 and 50 are from tuberculosis.—Life Extension Institute.

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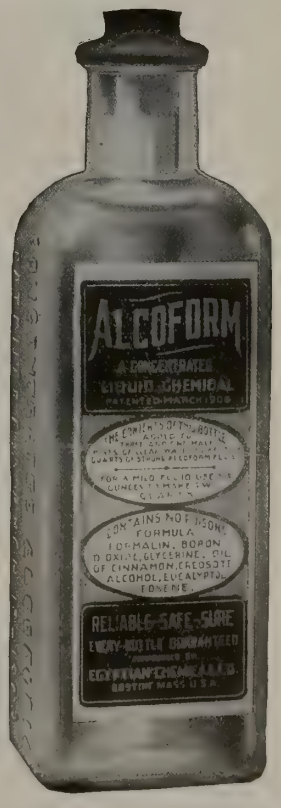
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UPHOLSTERERS WANTED—Several good positions for first-class upholsterers. Highest wages paid. Apply to Box 24, Furniture World. f.t.f

WANTED—An assistant with knowledge of embalming, with a reliable funeral director, a single man preferred. State age, experience and correct address, for a personal interview. Apply at once. Box 33, Canadian Furniture World, Toronto. -Je

WANTED—An assistant who can embalm and trim. Good opportunity to right party, married or single. Write Mrs. A. Greer, Lyn, Ont. m-je



This Hearse FOR SALE CHEAP
to quick buyer
Write Box 34
Canadian Furniture World
32 Colborne St. Toronto

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited

Owen Sound Ontario

Manufacturers of Medium and High Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



20 MAUD STREET TORONTO

Champion Fluid

16 oz.

100% Pure Chemicals



Richest and Purest compound that will remain in solution, consequently the most economical to use. *It's Worth the Price.*

Made in Canada from Canadian Chemicals



CHAMPION REPUTATION

gained by many years of fair dealing and honest goods is in each bottle of **Champion Fluid.** ¶ Nothing but the best and purest ingredients are used, which, combined with our many years of experience, makes **Champion** most dependable.

Champion Fluid, Baker, Champion and Boyd Steel Vaults, Morgue Furniture, Church Trucks, Cooling Boards and Couches, Embalming Instruments, Grips, Cosmetics, Hardening Compound, Disinfectants, Demi Surgery.

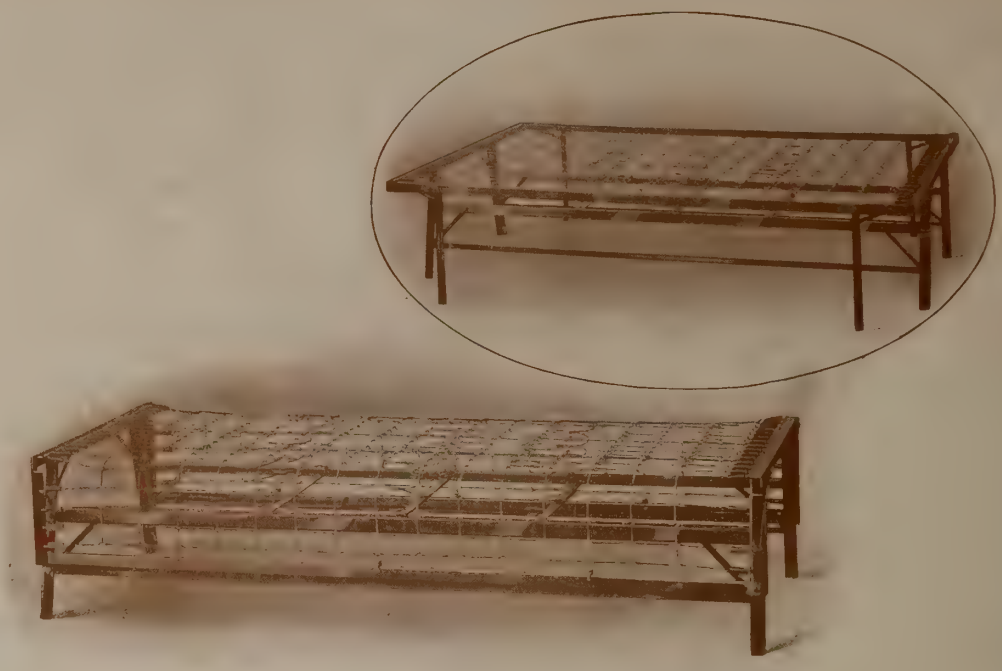
LARGEST, BEST AND MOST COMPLETE LINE IN THE WORLD

The Champion Chemical Co., Springfield, O.

DR. G. W. FERGUSON, Canadian Manager

50 Leuty Ave., Kew Beach

TORONTO



No. 83 Drop-Side Couch

Practically every home can use this adaptable couch.

The frame is substantially constructed of heavy angle steel, to which is attached by full helicals the "Alaska" twisted-link fabric.

The drop sides, when in use, are supported by drop legs, making tipping impossible, and to add to the comfort of this couch there is a buoyant central undersupport of nine coil springs just where the most weight comes.

The finish is black japan, or oxidized. Length 72", Width (open) 46" (closed) 27".

Good quality soft green denim cushion, with valance. A very comfortable and useful couch or three-quarter bed if desirable.

The Parkhill Manufacturing Co., Limited

Successors to the Alaska Feather & Down Co., Limited

GUARANTEED ALASKA BEDDING

Makers of Bedsteads and Bedding

MONTREAL

"Alaska on an article means high-grade every particle"

Vol. 7 No. 7 JULY, 1917

Canadian FURNITURE WORLD AND THE UNDERTAKER

Published by the Commercial Press, Limited, 32 Colborne Street, Toronto

McLAGAN BEDROOM FURNITURE
OF QUALITY



This bedroom suite, Queen Anne Design, is one of the most popular sellers, and, coupled with McLagan Quality, will create business where ordinary lines lie dormant.

It is made in American Walnut and Mahogany, and is within the reach of the customer you have been dealing with. Drop a line, and we will be pleased to give you further information.

The George McLagan Furniture Co., Limited

Stratford Ontario

The Universal Car

for the kiddies, their choice the year 'round, here and everywhere, indoor and out.

	East of the Great Lakes	West of the Great Lakes
No. 2—Two to Three Years	$1.50	$1.75
No. 3—Three to Four Years	2.00	2.25
No. 4—Four to Eight Years	2.50	2.75

These prices strictly maintained. Prices to dealers on application.



PATENTED APRIL 3RD, 1917

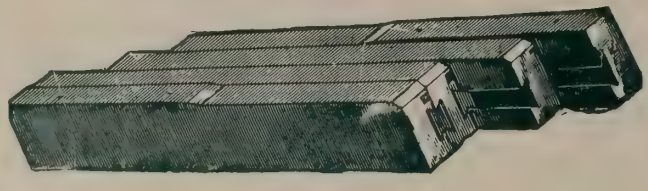
Selling Agents

John C. Mundell & Co., Ltd.
Elora, Ont.

The Canadian K. K. Company, Ltd. - ELORA - ONTARIO

Sole Canadian Rights

THE WABASH SLIDE



MADE BY

B. WALTER & CO., WABASH, IND.

The Largest EXCLUSIVE TABLE SLIDE Manufacturers in America.

SLIDE making a SPECIALTY BUSINESS

Because of our SPECIAL EQUIPMENT we can make SLIDES BETTER and CHEAPER than the furniture manufacturer who makes a dozen articles.

Many of THE BEST CANADIAN TABLE MAKERS are using WABASH SLIDES.

WHY ? Because we make a better slide at a lower cost.

DEALERS—INSIST on WABASH SLIDES

Tennessee Cedar Chests

Absolutely mothproof. Made in three popular sizes. Best copper trimmings used throughout.



Mahogany Finished, Made in Three Sizes.

Every Woman Wants One

Their handsome appearance and great utility make them favorites with all. The price will enable you to make a good profit.

D. L. SHAFER & COMPANY, ST. THOMAS, ONTARIO

MADE IN **STRATFORD** CANADA

DIRECTORY OF MANUFACTURERS

Geo. McLagan Furniture Co.
Limited
Medium and High Grade Dining Room, Parlor, Hall and Library Furniture.

Farquharson-Gifford Co., Ltd.
Specialists in Revolving Seat Davenport Beds, Living Room Furniture and Divanettes

Stratford Chair Co., Limited
Diners, Rockers, Bedroom Chairs, Office, Den and Library Chairs, Children's Chairs.
Buffets and Extension Tables.
Dressers and Stands, Chiffoniers.

The Kindel Bed Co. Limited
Davenport Beds.
Living Room Furniture.

Globe-Wernicke Co., Limited
Globe-Wernicke Sectional Bookcases.
Globe-Wernicke Filing Cabinets, Filing Cabinet Supplies, Stationers' Goods.

Imperial Rattan Co., Limited
Upholstered Reed and Willow Furniture of every description. Upholstered Living Room Furniture and Chesterfields, "Old Hickory" Rustic and Garden Furniture.

Classic Furniture Limited.
High Grade Bedroom Furniture in Mahogany, American Walnut and Quartered Oak.

Stratford Manufacturing Co.
Limited
Kitchen Cabinets, Bake Boards, Ironing Boards, Clothes Racks, Step Ladders, Lawn Swings, Park and Verandah Seats, Camp Furniture, Assembly Room Seats, Canvas Cots and Chairs, Folding Chairs and Tables

Stratford Bed Co., Limited
Brass Beds and Costumiers.
Brass Fire Place Rails.

Stratford Desk, Limited
Office Furniture.

Co-Operative Effort Builds Trade

Because of the quality Stratford Furniture Manufacturers build into every piece of furniture, and because of the ready profit in their selling, our dealers have pushed their sales up to larger and larger volume each succeeding year.

Stratford Products are the real earnest study of what the people want and need. They attract the attention of all classes at prices that appeal to the pocket book.

When ordering your stock for Fall Trade consult the directory on this page and then

BUY IN STRATFORD

MADE IN STRATFORD CANADA



Real Outdoor Furniture

YOU will surely want to handle the best and most profitable line of outdoor furniture this Spring—that is

"Old Hickory"

The only logical outdoor furniture

For spacious lawns and grounds nothing is more substantial and beautiful than a well planned "Old Hickory" setting.

Prompt shipments now. New 50-page catalog on request.

Imperial Rattan Co.
Stratford Limited Ontario

CAMP FURNITURE



No. 40

This camp furniture is bound to be a winner. Get it on your floors, it will bring you a good profit.



THE "STRATFORD"



No. 22

Now is the time to act. Order at once.



No. 17

Orders will be filled within 24 hours of their receipt.

Stratford Mfg. Co.
LIMITED
Stratford, Ontario



No. 15

MADE IN STRATFORD CANADA

Quality in Chairs



The beauty of design, choice selection of materials used, and the exquisite finish of Stratford Chairs are sure to meet with the utmost approval of your most particular customers. Stratford Chairs have borne a reputation for salability, unsurpassed by none, and you will be both surprised and delighted with the results attained in new customers and increased business.

Order now for Fall delivery.

The Stratford Chair Company, Limited

Stratford Ontario



Triangular Construction means Strength

OUR

New Triangular Divanette

For simplicity of operation, perfect construction, and genuine comfort, it takes the lead of all other Divanettes offered to the trade to-day at anything near the price that we are asking for it.

We can assure you that when you see this Bed you will agree with us that our inventor, who originated the idea of Divanette Beds, is still leading all others in this class of invention. Seeing is believing.

May we send you a sample Bed for inspection?

Sanitary Bedding Co., Limited
Toronto, Canada

Watch for our big "ad" next issue

WANT ADS BRING RESULTS

2 cents per word per insertion

THE CANADIAN FURNITURE WORLD

IF you have something for sale try a want ad. in our ad. column, and you will be surprised at the results.

32 COLBORNE STREET
TORONTO

OUR CIRCULATION COVERS THE FIELD

2 cents per word per insertion

All Under One Roof
July, 1917

An opportunity to see the greatest aggregation of MADE-IN-CANADA Furniture to be found between Halifax and Victoria.

DO NOT FAIL TO CALL AND SEE OUR GREAT

MIDSUMMER FURNITURE EXHIBITION

held at our

Toronto Showrooms
136-140 King Street East

It will pay you to call and see our new lines before purchasing or loading up with FOREIGN-MADE GOODS at much higher prices.

BUY CANADIAN GOODS

Keep your money at **home.** Canada needs both **money** and **men.** It is a good policy at any time, but especially good just now.

Call and see what we have to offer.



ONLY EXCLUSIVE PERMANENT WHOLESALE FURNITURE SHOW ROOMS IN CANADA

CANADA FURNITURE MANUFACTURERS LIMITED

WOODSTOCK, ONTARIO



Chairs of Quality

This engraving illustrates our No. 2022 Living Room Rocker in Quarter Cut Oak, to be had in any finish. This Rocker is upholstered with a very durable spring seat construction with Craftsman Leather, Tapestry, or No. 1 Leather.

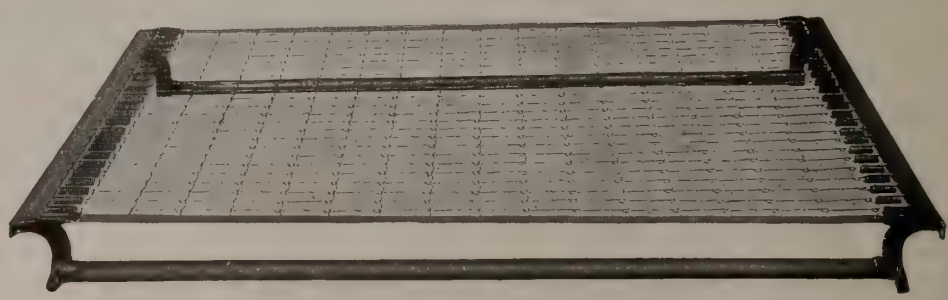
This is one of our new designs, and will create more than ordinary attention on your floor.

The North American Bent Chair Company
Limited
Owen Sound, Ontario

Royal Patent Twin Link Spring

IS THE BEST YOU CAN SELL OR RECOMMEND TO YOUR CUSTOMERS

guaranteed 10 years



unexcelled for quality

The most comfortable, noiseless, and lightest Bed Spring of this character ever devised.

Small mesh openings, longitudinal double wire links of just the proper size for flexibility, resilience, comfort and strength. There are no loose connecting links cross-wise to become displaced and noisy. The straight pull of the twin links on the helical springs means great comfort for both occupants of a double bed, as there can be no sagging whatever. Write for booklet.

The Canadian Feather & Mattress Co., Limited TORONTO OTTAWA



The

"Princess"
SULKYETTE

Surpasses in elegance, luxury and comfort, any cart on the market.

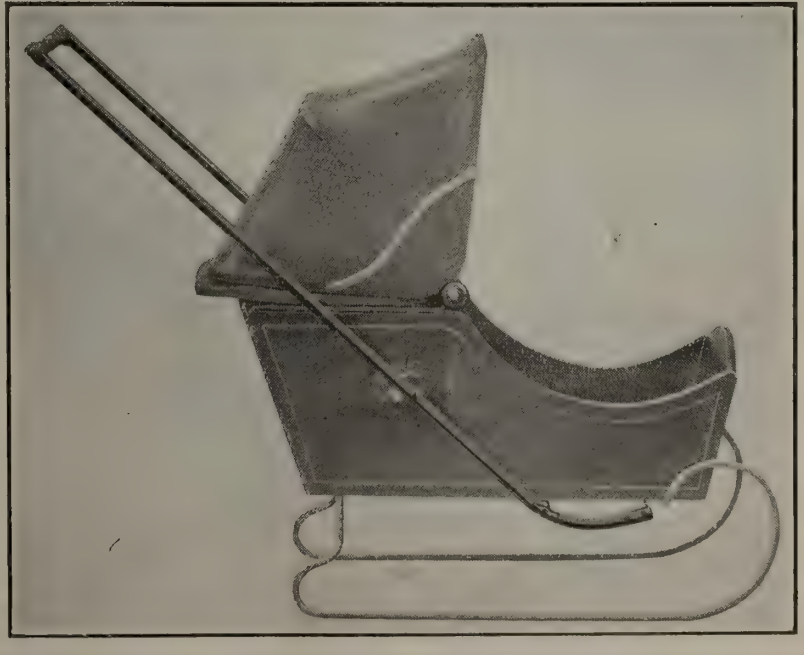
We are in a position to take care of your rush orders for Summer Business.

"Fit for the Child of a King"

LLOYD Manufacturing Company

Kitchener, Ont.

SEASON 1917-1918
SLEIGHS



OUR representatives are now showing this line for the season of Nineteen-Seventeen and Eighteen.

It will undoubtedly be to your advantage to inspect it before placing orders.

Write us to make sure your name is on our list.

Ontario Woodenware Company

KITCHENER, ONT.

F. C. BRANDT - - Sales Manager

H. BELLINGER - - EASTERN PROVINCES
WM. BUCHANAN - - - - ONTARIO
D. W. ALBRIGHT - - - - - QUEBEC
B. J. WALKER - - WESTERN PROVINCES

TORONTO FURNITURE CO. TORONTO, CAN
T F C SHOP MARK

Popular Priced

High Grade

Correct Period

Dining Room

and Bed Room

Furniture

Factories and Showrooms for the trade only Dufferin St. Toronto.

CRAFTSMAN QUALITY

DU PONT FABRIKOID

REG. U. S. PAT. OFF.

SELLS FURNITURE

It is the one pledge of quality that every buyer recognizes. He knows the whole piece is perfect if the upholstery is

Craftsman Quality Fabrikoid

If you want this endorsement for your furniture use CRAFTSMAN QUALITY FABRIKOID *and say so.* Attach a Craftsman Quality Tag to every piece you ship out and link up with the largest and most productive advertising campaign ever undertaken for an upholstery fabric.

You will find satisfaction, profit and prestige in offering a product to the trade with

CRAFTSMAN QUALITY—QUALITY TAGS

Du Pont Fabrikoid Co.
Wilmington, Del.

FACTORIES: Newburgh, N.Y. Fairfield, Conn. Elizabeth, N. J. Toronto, Ont.

BURNISHED ROMAN GOLD ANTIQUE FRAMES

WE introduced them to the trade. WE made a price that beat them all.
WE maintain the lead we gained. WE have established a quality name.
WE give better goods for less money.

THE BIG CANADIAN MOULDING HOUSE

MATTHEWS BROS., LIMITED

788 DUNDAS STREET TORONTO, CANADA



We're still busy; but we can promise you quick delivery if you send your order in at once.

Make a seasonable window while you're at it

Put in a few Peerless Folding Tables as a reminder to those who are preparing for the yearly hike to the summer cottage, the camp and also to those no less comfort-loving stay-at-homes who take their pleasures on the spacious verandah or in the shade of the old apple tree. You know full well the various uses to which a

PEERLESS FOLDING TABLE

can be put. Make your window displays suggest these uses to your customers and others.

Hourd & Co., Limited *Sole Licensees and Manufacturers* Dept. W. LONDON Ontario



NO. 328 IS ONE OF OUR POPULAR PERIOD PATTERNS

Excellence of design and good proportions, together with our Empire Mahogany Finish, are qualities which have made this suite a first-class seller. The details are remarkably well carried out and are quite in keeping with the William and Mary period which they represent—we have these goods in stock and can ship promptly.

THE KNECHTEL FURNITURE CO. LIMITED

HANOVER ONTARIO

THE MEAFORD LINE

We have used advertising space, repeatedly headlining Bed Room Furniture until nearly every Furniture Dealer is stocking liberally, and profiting by our efforts in Dressers, Chiffoniers, Dressing Tables, Beds, etc., in Surface Oak, Blended Mahogany, Walnut, White and Old Ivory,



AND NOW TO DINING ROOM FURNITURE



THIS
COLONIAL DESIGN
IN
SURFACE OAK
GOLDEN OR
FUMED
CLAIMS ATTENTION



Our Range Covers

Dining Room Suites
Wardrobes
Medicine Cabinets
Hall Racks
Mirrors
Desks
Bookcases
Library Tables
Centre Tables
and
Jardiniere Stands.



Drop us a line for information

MEAFORD MANUFACTURING CO., Limited

MEAFORD, ONTARIO

The Gold Medal Line

Comfortable Living Room Pieces now take the foremost place in upholstered furniture. No furniture dealer can afford to have these lines unrepresented in his stock. We are well prepared with a number of elegant designs in chairs and chesterfields, and a splendid assortment of fine English Tapestries for prompt delivery.



This is one of the newest additions to our line. No. 777



The Gold Medal Furniture Mfg. Co., Limited

Factories at TORONTO, MONTREAL, WINNIPEG and UXBRIDGE



Columbia Dealers Are Doing Their "Bit"!

It is a recognized national need that there should be MUSIC on the lips—and in the hearts and HOMES of a people at war.

"The soldier who sings" and the nation that keeps its spirits up is the one that wins, according to General Bell, and Columbia dealers are doing a patriotic service in carrying the inspiring force of music into every home and every community.

Here is one thing you are pretty sure to know if you are a Columbia dealer. And something you ought to know if you're not:

A Columbia list is not just a list of records. It's a list of BIG SELLERS—not ONE, not a FEW, but EVERY record in it. It's a picked list. A list of WINNERS—artists, selections, all the way through.

Columbia Graphophone Company

Factory and Headquarters:

Toronto - Canada

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

D. O. McKINNON
GENERAL MANAGER

JAMES O'HAGAN
EDITOR

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

Speed Up Summer Furniture Sales this Month

Now is the time to make a strong drive on verandah, porch and lawn furniture—Suggestions for the campaign.

By Wm. J. BRYANS

THE time is now at hand for the dealer to make his strongest drive for trade in summer furniture lines. The present is the psychological moment and the most should be made of it. The time to go fishing is when it is known that the conditions are favorable for biting, and in the same way, the time to go strongest after summer furniture business is when demand is most likely to be easily induced. Now is that time.

Good Opportunities for all Dealers

Locality may play an important part in the amount of trade in summer lines that a dealer may be able to corral, but no one will gainsay the statement that there are good opportunities for every dealer. Of course, if you are located in a big summer resort district, there will be a good demand from campers for furnishings for summer cottage and camp. But even if you are not so favorably located, there are opportunities just the same. Those who remain at home are interested in their personal comfort just as much as those who betake themselves to summer homes, and are on the lookout for such furniture as will give them comfort as well as pleasure in the appearance of their summer surroundings.

It's Up to the Dealer

There is no doubt about the opportunities for trade existing, but the extent to which they will be cashed in on depends to no little extent upon the dealer himself. If he wishes to get his full share of possible business he must put forth the necessary efforts.

The degree to which he impresses summer furniture on prospective customers and gets them talking about desirable lines, determines to a large extent the trade that he will get in those lines. Suggestion is an important factor in making sales. The showing of porch chairs in an appropriate setting will suggest to the customer that she similarly equip her porch, and sales accordingly follow. The power of suggestion extends even further in working for the dealer. One woman visits another who has fitted out her porch in a comfortable and attractive manner. She is pleased with its appearance, and as a result decided to make a similar purchase. This chain of suggestion plays an important part in sales. For this reason it is desirable to make sales just as early as possible in the season, so that the purchases of early patrons will influence others.



Good interior display of summer furniture that will offer suggestions to other dealers.

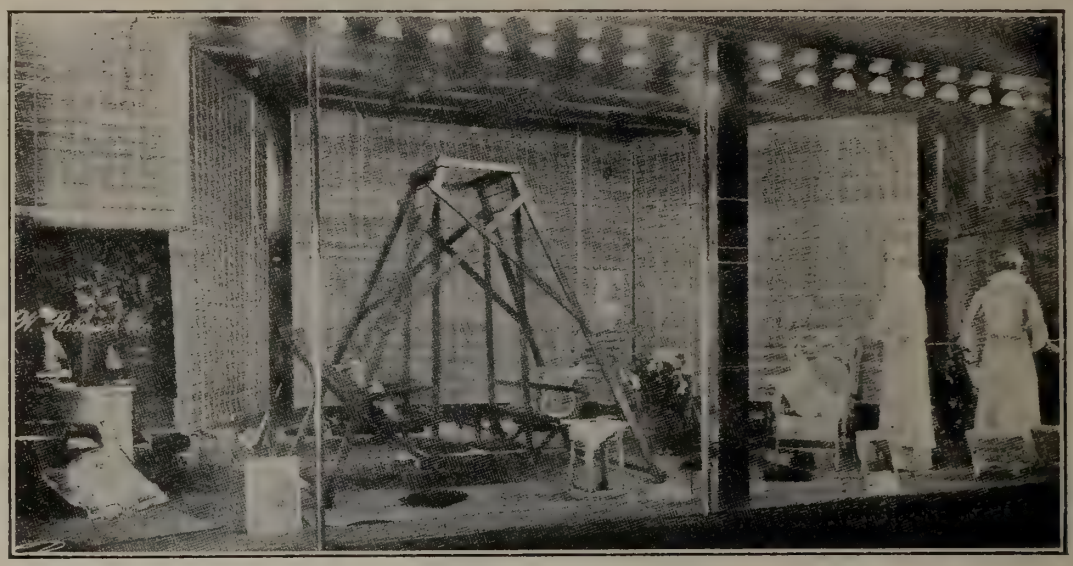
Display in Appropriate Manner

A series of appropriate displays of summer lines should be arranged in both window and interior, and as much as possible, these displays should be set in natural surroundings. Showing furniture in an appropriate setting has a great influence on customers. The series of displays should embrace all the lines that can be included under the name of summer furniture. One showing may be of verandah furniture, another of sleeping porch suggestions, another of garden and lawn goods, and so on. By making frequent changes, the full range may be shown within a short period.

Back Display by Advertising

Store display should be backed up by a liberal use of advertising space, in order to catch the attention of those who may not pass or visit the store. In addition to newspaper advertising, a good many dealers use circulars or folders, which may be distributed to residents of summer camps or cottages, who are likely to be interested. In some cases the distribution of these circulars is followed up by the personal call of a salesman, and this plan often creates sales where the advertising in itself would not bring results.

In all advertising a catchy heading should be used and followed up by a short introduction to



Display Summer Furniture in Appropriate Setting

WINDOW display is a valuable means of suggesting suitable summer furniture to prospective buyers. It should be worked to the full limit during the summer months, and especially the next few weeks. In arranging displays an effort should be made to conform as far as possible to the natural conditions under which they would be used in verandah, sleeping porch, garden or camp life. Even the smallest furniture store will find this possible and valuable, and without a great deal of trouble. Some suggestions are offered on this page. Displays surrounded by natural conditions, not only attract greater attention, but sell more goods.





Nicely arranged window display that will offer seasonable suggestions to the trimmer.

Ten Commandments for the Window Trimmer

Ten rules for window trimming that dealer and display man should be well acquainted with

By A STAFF EDITOR

WHEN one considers how insistently and persistently, The Canadian Furniture World has told retailers of the extreme importance of the show window as a business getter, it seems that every furniture dealer in this country ought to be professional window dressers by this time, but many of the windows encountered to-day, bring another thought. However, the leaven is working. Changes have been many, and if one compares conditions ten years ago with those prevailing now, he will note a vast improvement. Of course, with the change came greater sales and profits, for a good window display acts as an automatic salesman.

We have prepared ten rules for window dressing that the dealer would do well to get acquainted with. They are as follows:

1. Inasmuch as the store is dependent on net profit to meet rent, light, heat and payroll, the dealer must confine his display to merchandise yielding an assured net profit.

2. Goods should yield a profit that will encourage the dealer to place them before the public. In other words, the dealer is not warranted in playing up standard goods that are price-slashed in the next block or ward.

3. Windows should be so constructed that goods can be effectively shown. They should be large enough, have proper backgrounds and the floor such a height as will bring the goods properly in line with customers' vision.

4. Clean windows, clean displays tastefully arranged, and frequently changed, sell merchandise. Our stores need every sale the windows can assist in making. We are in business for ourselves and are paying heavily for the privilege of maintaining these premises, therefore our windows must reflect order, good taste, and carefully arranged goods, from which we will derive a full profit.

5. Each window display should be planned in advance. The goods to be displayed should be collected, so that the display may be put in place as speedily as possible. A good plan is to draw a diagram in advance as an architect would plan the rooms of a house, and then place each item in its apportioned part of the window.

6. Use plenty of good show cards to draw the attention of customers to the goods on display and to point out the features that are likely to appeal and prove of value in inducing such interest as will result in a sale. Good show cards are desirable, but even only fairly well written ones are better than none at all.

7. Do not overcrowd your window as many dealers do by trying to show everything they have in stock at the one time. The result is a conglomeration with no one or two articles standing out so as to catch the attention of even the customer who is passing quickly. Neither is it desirable to show too few goods, giving the window a vacant appearance.

8. Wherever possible, show goods with an appropriate setting. The setting is often as important in making the desired suggestion as the goods themselves. Furniture should, if possible, be shown just as it will appear in the home.

9. Make displays seasonable, so that goods will be brought to the attention of customers at the exact time when they are likely to be most interested in the particular line shown. Take advanage of all special occasions to arrange displays in keeping.

10. Last, but by no means least, change your displays frequently, so that something different will be presented to customers each time they pass the store. When a person sees the same display in a window for any length of time, he or she naturally loses interest in it. Just as customers will not read the same ad. more than once, neither are they likely to look at the same display more than once, unless much interested.

Advertising a Positive Creative Sales Force

TO appreciate what advertising means we must get down to its fundamental principles. The diverting of trade away from your competitor who does not advertise is not its primary purpose. Advertising, in its correct sense, is a positive creative force well calculated to make people feel that they actually need or want the article advertised, as well as to tell them where it can best be secured. In its proper application advertising has "news" value as well as psychological power. It not only supplies certain information at regular periods concerning the best and most economical methods of supplying the needs of a normal and comfortable existence, but operating through well-established psychological laws upon the human mind it gradually implants in multiplied mentalities the idea that certain things are needed which were never before regarded as necessary to human contentment or happiness. It enlarges and expands the horizon of man's daily life and experience by bringing to his attention new commodities designed for his comfort and convenience without which he would have been perfectly happy in his ignorance; but, having learned of their existence he cannot find it in his heart to be happy or contented until he possesses them.

To illustrate this we will give a moment's attention to safety razors, an article that so many retailers handle. The average man was perfectly willing to use an old-fashioned razor all his life. It apparently answered all the necessities of his tonsorial performance. The barber, indeed, still finds it a very satisfactory implement for removing the beards from the faces of his customers. But along came the advertising man to sow the seeds of dissatisfaction, and now we find safety razors in use by the millions. Men were gradually impressed by the idea that they were behind the times and were unnecessarily depriving themselves of a source of comfort and convenience.

One of the fundamental principles of advertising, therefore, is to create a desire to obtain a certain article, the other principles follow from this.

A Cockney angler, thinking his Highland boatman was not treating him with the respect due to his station, expostulated thus:

"Look here, my good man, you don't seem to grasp who I am. Do you know that my family has been entitled to bear arms for the last two hundred years?"

"Hoots—that's naething," was the reply. "My ancestors have been entitled to bare legs for the last two thousand years."













Group of seasonable ads. boosting summer furniture for home and cottage, used by dealers in various sections of Canada.

How Peterborough Firm Follows Up Prospects

Clegg & Co., Peterborough, Ont., get names of people who look at furniture and follow up—Get prospects for baby carriages from birth column.

By A STAFF EDITOR

HOW many customers enter your store and go away without purchasing? Do you make any efforts to follow up such prospects in an endeavor to effect sales? If not, why not? Good prospects for furniture are not so plentiful that they can be passed up in this manner, without any subsequent effort to cash in on such opportunities for making sales.

Gets Name of Prospect and Calls on

One firm that does make an effort to follow up prospects and find it productive of quite good results, is Clegg & Co., George St., Peterborough, Ont. When customers come into their store, a point is made to get their name and address, so that an employee of the store can call on them in an effort to close a sale of the goods they were looking at.

"The value of getting a customer's name and address for this purpose was recently illustrated," stated Mr. M. H. Drysdale to an editor of THE FURNITURE WORLD. "A customer came in and wanted a chair and settee. He looked over our stock but there was apparently nothing that appealed to him. I gleaned from what he said that he wanted a high-class article, and was prepared to pay the price. I got his name and address, later procured photographs of some high-class stuff such as he wanted, made a call on him and made a sale in about 15 minutes. If we had not followed up this customer we would have lost a big sale."

Prospects for Baby Carriages from Birth Column

Another method used to get after good prospects is that of watching the local papers for birth notices. A circular is sent to the parents, drawing their attention to the fine range of baby carriages carried by the store. Mr. Drysdale states that a number of sales have been made in this way.

The writer suggested that the same idea might be used in getting after prospects for furniture by watching the local papers for marriage announcements. Mr. Drysdale agreed that this was true, although he pointed out that young couples contemplating marriage generally made a practice of picking out their furniture in advance. He instanced cases where goods had been purchased months ahead of the occasion. However, even when the bulk of furniture is bought in advance, there are many odds-and-ends, the business in which is worth going after.

Value of Room Arrangement

Clegg & Co., have used the room arrangement idea for showing furniture occasionally, in spite of the fact that they do not handle rugs or draperies, and have found it advantageous. Mr. Drysdale says that the room arrangement occasionally is of value in showing goods up in a different manner. There is need of changing things around so that they will be presented to customers in a different manner on each visit.

The store has a large display window extending into the store and enclosed at the rear with framework. This allows a good showing to be presented to passing customers.

Truthfulness Pays

Mr. Drysdale is an advocate of absolute truthfulness in the selling of furniture. He points out that it is essential if the trade of customers is to be retained, and the kind of customers who returns again and again because of satisfaction with purchases is the most valuable kind for any store.

"We had a customer come here some time ago who had left another store because they had sold him furniture upholstered in leather, which they had told him was real leather, and which he found out later was not. He said that they could have sold him the goods even if they had told him the truth, but it was their deceitfulness he objected to. We were candid with him in all sales, and it has proved the best policy, because he has bought a lot of goods from us. The other store might have had that trade if they had used him squarely."

This store also recognizes the need of giving good service to customers after they have made purchases, so that they will be kept absolutely satisfied and their future trade secured. It is often considerable trouble to make little repairs, but is pays in the end.

TEN FURNISHED ROOMS ALWAYS ON VIEW IN WINDOWS

Woodhouse & Co., of St. Catherine St. W., Montreal, are so greatly convinced of the value of showing furniture in furnished room form, that they have arranged to have ten rooms completely furnished always on view in their battery of windows in their new quarters. They are using panels in their advertising space to get people to watch their windows.

The big value of showing furniture in room form is, people can see just how the furniture which they are looking at, will appear in actual home surroundings. There are few people who can picture in their mind just how the goods they are looking at will appear in natural surroundings.

In addition, showing in a room will often cause a person to buy more than they originally intended to. The other lines shown with the goods they are looking at appeal to them, and frequently purchases of them follow.

MONTREAL FIRM HOLDS ANNIVERSARY

The City House Furnishing Co., of 1340 St. Lawrence Boulevard, Montreal, holds an "Anniversary Sale" each year. It is played up strong by newspaper publicity. During their sale this year they offered a graphophone to everyone purchasing $50 or more worth of furniture during the sale.

An employee develops in ability according as you place more responsibility upon him, rather than as you place less.

Eliminating Department Store Advertising

A significant movement among certain class periodicals to preserve the small town and its business men from the effects of an undermining influence.

By WILLIAM LEWIS EDMONDS

A MOVEMENT has been inaugurated among certain publishers in the United States which can scarcely be without at least indirect interest to business men in Canada.

It is nothing less than preconcerted and deliberate effort to close the columns of their respective publications against the advertisements of the department and mail order stores of the big cities.

To some of them, at the start at any rate, it will entail a considerable loss of revenue. One publication, for example, a farm journal, has for some time been carrying the advertisements of no less than eight department stores. But in spite of this the publisher of this particular journal has notified each of these eight that after the expiration of the present contracts they will not be accepted for renewal.

Naturally this movement is not meeting with the approval of the department stores. In fact, some of them are quite wrathy. But wrath or no wrath, the publishers seem determined to stand by their decision. It is not, however, the department store proprietors alone who are taking umbrage. Some of the readers of the publications who have taken these drastic steps are also offended. But the offence in the latter quarter is not general. Neither is it likely to be long sustained, and particularly when these readers become acquainted with the objects which the publishers have in view in refusing to accept department store advertising.

Reasons for the Movement

Strange as it may appear the publishers who have decided to eliminate department store advertising from the columns of their papers are not actuated by personal interests, at any rate directly so.

The truth of the matter is that they have awoke to the fact that the prosperity of the country as a whole depends to a large extent upon the condition of the small towns and villages which are scattered throughout it and not upon the upbuilding of a few large industrial centres. In realizing this they have also come to recognize the fact that in preventing this desired consummation, one of the greatest negative influences is the big department store.

That these publishers are right in this conclusion there can be no doubt. One has only to consider for one moment the loss it would be to every agricultural community if the villages and towns which are adjacent to it were wiped out of existence. Not only would the farmers be without the convenience of nearby stores at which they could purchase their necessities and dispose of their produce, but they would be deprived of home centres of social influence. Under such conditions as that, farm life would become even less attractive than it is to-day.

It is not for one moment maintained that the day is ever going to come when storekeeping in the smaller towns and villages will be wiped out by department store competition, but it is a well known fact, both in Canada and the United States, that existence for retail merchants in these places is becoming increasingly difficult because of the competition of the department stores located in the big cities. This in turn means, of course, a depreciation in the influence, value and power of the towns and villages affected, for the strength and importance of a town is determined by the strength, character and importance of its business men. The town that is without bright, progressive and prosperous business men is like a man continuously under opiates—half dead.

To stimulate business men to meet department store competition by inaugurating more progressive and wide-awake methods is good, and the more it is urged the better. But that does not alter the fact that in spite of the best efforts that the retailers may put forth the undermining influence of the department store is always at work through the medium of catalogues and advertisements in daily newspapers and weekly and monthly periodicals.

Significance of the Movement

Although the movement among periodical publishers in the United States for the elimination of department store advertising does not so far appear to be very far spread, the fact that it has got a start, and that among some influential publications, is significant, evincing as it does a desire on the part of the publishers to no longer allow their journals to be employed in building up the department stores at the expense of the business men in the small towns and villages of the country.

But one of the most important things in connection with the decision of the papers in question to eliminate department store advertising is the fact that the effect does not stop there, for in explaining to their readers the reasons for their action, they necessarily are compelled to enlarge upon the importance of the small town and village in the life of the community and the wisdom of buying from local merchants instead of sending cold cash to the department stores in distant cities. Thus, while on the one hand clipping the wings of the department store, they are on the other putting in a good word for the local town and its merchants.

Making a Start in Canada

It is to be hoped that the movement will extend to Canada. There are a great many local weeklies that have for years refused to accept advertising from department stores, but there are a great many periodicals of various kinds which are published in the interest of the farmer and his wife and family, which regularly carry advertising of this kind.

Business men, and especially those who are members of trade organizations, ought to be able to stir up a formidable agitation, having for its object the inducement of agricultural and home journals to follow in the footsteps of their confreres in the United States. Then there are the agricultural associations. Business men ought to be able to carry on a propaganda among them. And next, but by no means least, there are the publishers of local weeklies. It should be an easy matter for them to take up the cause of the small town and urge their readers to confine their purchases as far as possible to the merchants of the home town.

Canadian Furniture World

TORONTO JULY 1917 CANADA

Make Hay While the Sun Shines

"Make hay while the sun shines," is good advice, not only for the farmer, but for the merchant as well. The time to push hard for business in any line is when, for special reasons, that line should be in demand. "There is a time in the affairs of men, which, taken at the flood, leads on to fortune," and likewise there is a time when the featuring of certain lines means big business.

Demand for summer furniture is now at the flood and it behooves the dealer to put forth his best effort to reap a goodly harvest in these lines. Verandah and porch goods, as well as furniture suitable for camp purposes, should be put to the front.

Such lines as refrigerators, hammocks, and other summer essentials should also be played up.

* * *

Talking Machines For Summer Homes

The sale of talking machines for summer cottages and camps is an excellent avenue of business for the dealer at this time. The number of machines sold for this purpose last year was large, and there is every evidence that it will be increased this season. As a source of entertainment for various times and occasions at the summer camp, the talking machine has many advantages, one of the greatest being that it is easily transported and is ready to provide entertainment at all times.

Why not adopt a slogan of, "Take a phonograph with you on your summer outing?" It can be used in advertising and in window displays showing summer camp scenes and telling about the delights of phonograph music during the vacation season. Get after this business right away.

* * *

Oh, Death, Where is Thy Sting?

With his wife and kiddies romping on flowered axminsters and lolling serenely on big arm chairs, why should a man look forward to death with anything but joy?

This is called forth by the following quotation from an advertisement of an Indiana furniture dealer, brought to our attention by Associated Advertising. It read:

> "Buy your household goods before the war begins (war had then been declared three weeks, but perhaps word had not reached Beanville). If you are killed, your wife will need it. If you are not killed, the prices will be too high after the war is over. New styles. New goods every day."

Cheerful, eh? But wait!

Surmounting that message was a picture of a motor hearse, quite a good deal like the pictures of army ambulances, and above it, "Licensed Undertakers."

As a whole, it is one of the jolliest, merriest little advertisements we have seen for some time. Oh, yes.

Demand for Man-size Furniture

We knew it would come sooner or later—a demand for man-size furniture. It has now started, as is evidenced by a contribution to a daily newspaper by a man who wants to know why the persons who manufacture household furniture don't make it big enough for a full-grown man, instead of "catering to under-sized humans."

The present-day chiffonier, he says, is a thing of torture to a man of decent size. "If he wishes to look into a glass as he combs or brushes his hair, the highest reflection he gets is of his brisket or neck. To get a peep at his face he has to tilt the glass, and nine times out of ten the glass will not remain tilted."

"When that same decent-sized man undertakes to bathe, he has to climb into a tub made for a Liliputian. When he goes to bed he can't stretch his legs to comfortable length unless he hangs his feet over the foot or sleeps diagonally on a wide bed."

All this is lamentable indeed. What happiness can there be in life for the full-sized man in a world of under-sized furniture? We hope the furniture makers will do something about it.

* * *

Character and Credit

During a recent retail convention across the line, when the subject of "credits" was under discussion, one of the delegates asked "What is the most important factor that one must possess in order to obtain credit?"

A. L. Shapleigh of St. Louis, was present, and as he was reckoned as an authority on that topic he was asked for an answer. His reply was that "the greatest asset any man can possess is the asset of good character and undoubted honesty, together with diligence and ability. With these qualities and a small amount of money he can always obtain credit which should be adequate for his needs, for such a man would not ask more credit than he would justly be entitled to. Without character, but with more money, another man would not fare nearly as well."

Here is food for every thoughtful business man. The idealist says: "Build your character." This is confirmed by one of the heads of a large wholesale house who tells a convention of business men that the prime essential to the obtaining of credit is character.

Character is an asset that every merchant can turn into dollars and cents, by drawing trade and keeping it through his own inherent force; by making himself respected and looked up to as one of the bulwarks of the community.

* * *

Efficient Telephone Service

The abominable nuisance of people wanting to use the store telephone is not so prevalent at present as it was at one time, as the public have come to realize to some extent the unfairness of tying up a line that should be kept free for business messages.

However, some dealers are still quite badly pestered in this way, and in such cases some means should be taken to intimate to those who still persist in this obnoxious practice that it is a great detriment to business.

That it is bad to have the telephone tied up by the conversations of outsiders, there is no denying. This point was driven home in a striking way by Kenneth Dunstan, Ontario manager of the Bell Telephone Company in a recent conversation with Furniture World on the subject of business telephones.

"No merchant," he said, "would think of locking the door of his store for any length of time during business hours, but that is practically what he is doing when he allows other people to use his business telephone, because the telephone is an important doorway to the average store to-day. It is the door through which a large percentage of business comes to the store, and to have it closed may mean a considerable loss of trade."

Not only does this argument hold true in regard to allowing outsiders to use your telephone, but also applies to those instances where a store has not sufficient telephone facilities—not enough lines to handle all the telephone calls satisfactorily.

* * *

Sales—and Profits

Sales are not always an accurate gauge of profits. Because a dealer is doing a big business is no guarantee that he is making money. I have seen too many instances to the contrary, to gauge a dealer's success by the amount of goods that pass over his counter.

I had a talk the other day with a dealer who was until a couple of years ago in business on one of the main streets of the city in which he lives. While there he did a big business, but he frankly admits that during the latter years in that stand he made very little money. Big expenses and many leaks cut profits down to the zero mark.

Since he moved into a new location, where expenses are not so high, and where the store is better suited to carrying on business in a more efficient manner, he has "turned over a new leaf"—he is now studying the matter of making money instead of carrying on a mad chase for big sales without regard to profits, as he previously did.

There are many dealers who need to make a similar change. Too many retailers are foolishly keeping their energy concentrated on building up a big sales record irrespective of profits. And what does it profit a dealer to do an enormous business if he doesn't make any money from it?

* * *

Watch Your Credits

Every dealer who gives credit should conduct a periodical inspection of customers' accounts so as to make sure that none is exceeding the limit of credit that can safely be extended to each customer. This same inspection will show whether customers are making the regular payments that they should.

An excellent method of keeping tab on customers' accounts is used by a Toronto retailer. Each month he makes out a statement of all accounts on his books on a special form, with a space for the customer's name and other spaces for the amount of the account for various months. In this way he has a comparison of the standing of each account from month to month, and can tell exactly what each customer is doing. This dealer states that his plan has saved him a good deal of money.

Cheerful Store For Warm Weather

A cheerful store during the summer is a big factor in increasing trade. Take steps now to put your store in proper condition for the warm weather. What about installing a few flowers and plants to give a cooling appearance? Artificial foliage in window or interior will help in this regard also.

What about the installation of one or more electric fans for the summer? They will put customers in better buying humor on hot days and help the clerks also in maintaining a pleasant attitude towards patrons.

EFFICIENCY

By H. J. Daly
General Manager of the National Cash Register Co. of Canada, Limited.

A few years ago we only occasionally heard the word efficiency, which the dictionary defines as "the power to produce the result intended." But to-day it is a magic word standing for the power of great nations, signifying the brains, energy and resourcefulness of millions of people. It is to efficiency the world owes its progress and to this same power we are indebted for all the crowning achievements of the twentieth century.

It was misused in 1914 and the great war began, but in different hands it will likewise end the war; yes, and it will even rebuild the regions devastated by the war.

It is the great dynamo of humanity, the propeller of achievement and progress, the destroyer of the unfit and the builder of the better-than-ever.

But what is this much talked of indispensable efficiency—isn't it simply striving to do the things you have to do in the best possible manner?

No matter what our avocation may be—soldier, sailor, tiller of the soil, factory hand or distributer of goods—no matter if a man be a digger of drains or a trainer of brains, no matter the work or the responsibility, we must in order to be efficient strive to be the best in our line.

The average man won't do because he does things in the average way. He sticks to the rut and the rut only grows deeper.

The man who is successful is the man who strives and strives to do better, who does the unusual thing, who is even dissatisfied with the best he has ever done.

At this particular time we are not free to do as we please, because the nation, our fellow men, every trait of manliness demands that we put forth our best efforts, that we be keen enough to recognize methods superior to our own and big enough to adopt them.

I was going to add that at this particular time we must all work—but after all isn't life one endless round of work of some kind or another. Isn't it just work, work, work? But there are two kinds, crude and refined. In its crude state we call it drudgery, but properly boiled down in goodly portions of efficiency it becomes a pleasure. It becomes something we long for and live for.

What a wonderful nation we would have if every man in it determined to do the best work in his line, but thy won't, because all men are not so constituted. However, every self-made man, every successful man you have ever met must have possessed this spirit, this determination to be efficient, to be as good or better than anybody else in his line, and in his struggles he very soon caught up with success and even passed beyond to the fields where men work for work's sake.

SPECIAL ILLUSTRATIONS

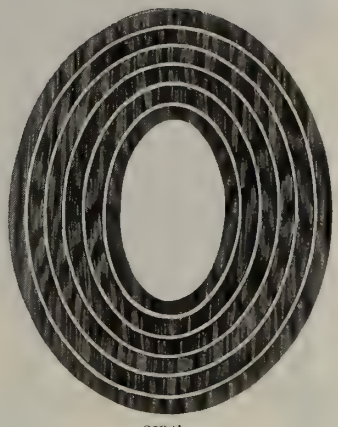
Showing Some of the Newest Articles of Furniture

Suggestions from the Canadian Factories



17/2893½

One of the newest of the 1917 line of photo frames made by the Phillips Mfg. Co., Toronto.



2599½

Another new sample from the 1917 line of photo frames of the Phillips Mfg. Co., Toronto.



120
New pedestal made by the Elora Furniture Co., Ltd., Elora, Ont.



No. 721.—New china cabinet made by the Meaford Mfg. Co., of Meaford.



No. 3871, foot rest, and No. 3103, chair, both made of reeds, new lines shown by the Canada Furniture Manufacturers, Limited.





Chesterfield and stuffed over club chair in latest tapestry covering, two of the newest living room pieces from the Gold Medal Furniture Mfg. Co.'s line.



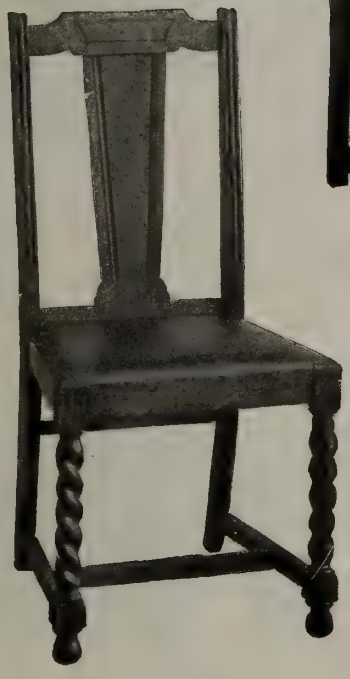
William and Mary dining room table in American black walnut, made by the Geo. McLagan Furniture Co., Ltd.



Model No. 75, Ideal phonograph, manufactured by the Regal Phonograph Co., Ltd., Toronto.

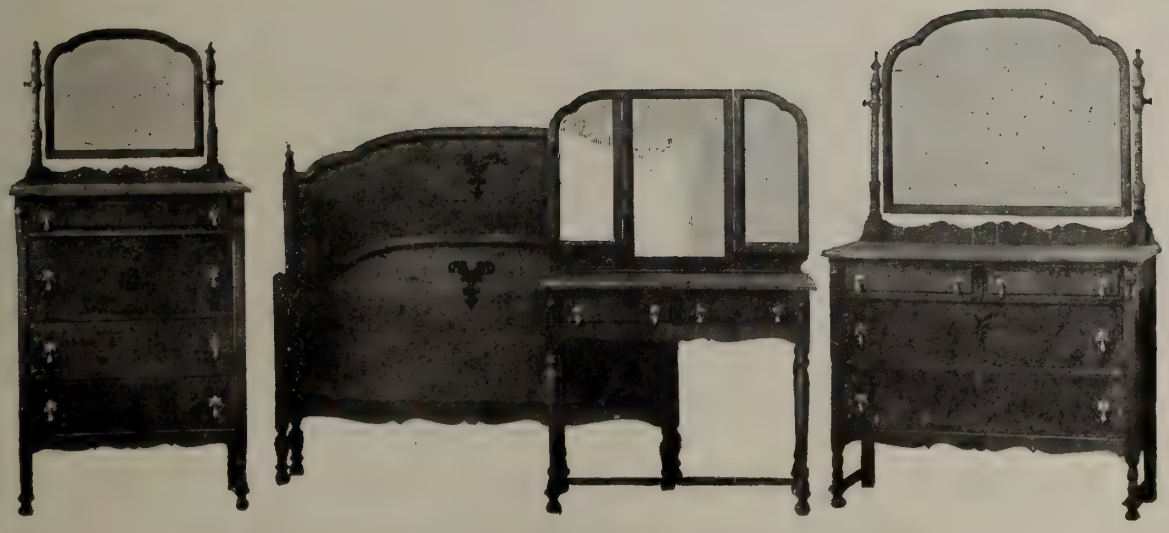


Model No. 85, "Classic" phonograph, made by the Classic Phonograph Co., Limited.

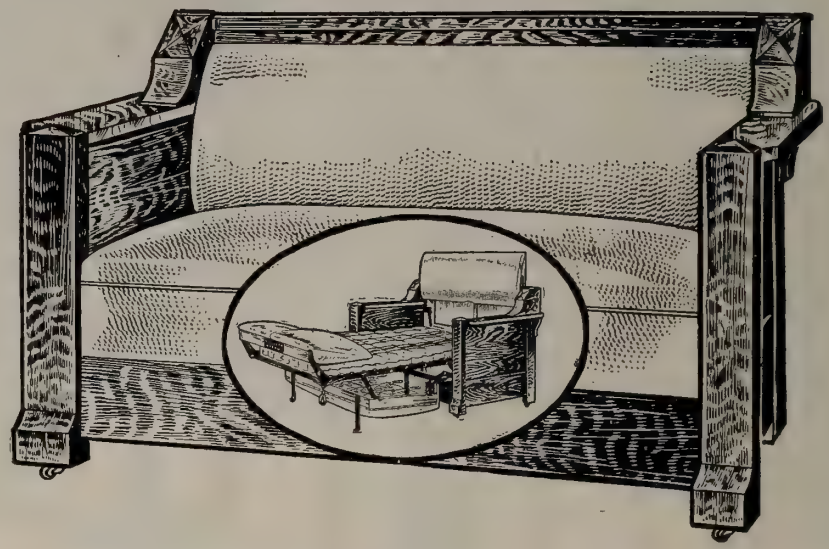




Two new diners in Jacobean, made by the Stratford Chair Co., Ltd., Stratford.



William and Mary bedroom suite by the Meaford Manufacturing Co., Ltd., Meaford.



The new Kroehler Kodav, manufactured by the Kindel Bed Company, Ltd., Stratford, Ont.



Lawn swing, from the line of the Stratford Mfg. Co., Ltd., Stratford



Our travellers have it and will call on you shortly.

MOULDINGS, FRAMES, FRAMED PICTURES, MIRRORS, TRAYS.
Novelties in every department.

PHILLIPS MANUFACTURING COMPANY, LIMITED
TORONTO, ONTARIO

Practical Suggestions for the Furniture Retailer

Ideas and plans that can be used by the furniture dealer to promote trade.

By A STAFF EDITOR

A STRONG drive on rugs was recently made by Wright's Limited, of Sydney, N. S. Not only were they extensively displayed in the store, but featured strongly by newspaper advertising. The slogan used was, "A good rug is a lifetime investment."

One ad. was headed, "The finest we've ever shown." The introduction read: "We know the kind of rugs you want for your home and we have anticipated your needs in every respect. Whether your choice falls on a beautiful Wilton or Axminster, or on an inexpensive door mat you are sure to get your money's worth in either case."

A TIME TO SELL KITCHEN CABINETS

If there is any time when the housewife appreciates such system and convenience in the kitchen as will lessen work, it is during the warm weather. Accordingly, the present should prove an excellent time to push the sale of kitchen cabinets. The dealer knows the arguments that should be used. They were put very nicely in a recent advertisement by The T. Eaton Co., of Toronto, as follows:

"FOR SYSTEM AND CONVENIENCE IN THE KITCHEN"

"This kitchen cabinet saves time by the convenience of its equipment. If you use an ordinary table, even though it is placed conveniently, you must carry to it and from it all your utensils, tools and supplies. This takes time and many steps. The kitchen cabinet saves this time and energy, because it is a food supply pantry, and a tool and utensil cupboard around a sanitary kitchen table. The table itself is covered with nickeloid, and as it slides out 16 inches beyond front of base, you can sit down at nearly all your work. The pantry part is arranged so that you can store many packages of groceries within convenient reach. In addition to cupboard for dishes, the flour, sugar, spices, salt, flavoring extracts, coffee, tea and other supplies needed frequently are all in handy compartments, and labelled. All the tools you need are provided for in same way—can-opener, egg-beater, rolling-pin, etc., are where you can reach them most handily."

Advertising should be backed up by window display of this line with such show cards as, "Saves steps during the warm weather. Buy a Kitchen Cabinet. Step in and inspect this one."

CASHING IN ON SPECIAL OCCASIONS

The furniture dealer should take advantage of every possible special occasion to increase business. A hook on which to hang a special ad. or sale is the lever that frequently brings considerable trade to the store. A good example of cashing in on such opportunities was supplied by C. A. Long & Co., and J. C. Beveridge, Ltd., of Medicine Hat, Alta., just previous to the recent big "Stampede Week" in that city. They realized that there would be a demand for extra beds for the occasion and accordingly used special ads. devoted to beds and bedding.

C. A. Long & Co. made a feature of cots, with the following introduction. "Now is the time to order your cots for Stampede Week. Above cot has a good, strong wood frame, spring is woven fabric, upholstered in striped ticking. We are making a very special price on these cots and will accept orders only up to June 25th. The regular price of these cots is $5.50, but we got a special price from the manufacturer providing we can sell 800. To any one wanting a number of them and have not enough blankets, the secretary of the Stampede Committee will supply them at a very small rental. Cash must accompany order."

UNIQUE TALKING MACHINE DISPLAY

A big music store arranged a novel talking machine window recently. It showed two campers in a canoe with a talking machine at one end of the boat, enjoying a peaceful rest after the day's recreation. The manager stated that the window was a big business puller.

Pushing the Sale of Pictures

Good opportunities in this line

DO you give the attention to pictures in your store that you really should? That is a question that every furniture dealer would do well to ask himself, because there are admittedly big possibilities for the sale of this line, and a good many dealers are not cashing in on it to the extent that they should.

The greater interest that people are taking in the appearance of their homes is very apparent from year to year, and there is nothing more essential to the attractiveness of the home than good pictures. People will recognize this fact even more than they do now if dealers will only impress it on them more strongly.

Not only are there good opportunities for the sale of pictures and associated lines, but they pay a nice profit, do not require much space, and in addition, add materially to the appearance of the store, and attractiveness is valuable in bringing customers in.

The big trouble with many stores is that they do not give sufficient attention to this line. They are inclined to regard it as a mere sideline and let sales look after themselves, instead of making it a real important department and putting forth some real genuine effort to boom business.

Progressive furniture men are waking up to the big possibilities in this line however, and are featuring it stronger than they ever have before. It behooves every dealer to do likewise, and make sure that he secures his full share of the possible business in this line.

We Give You the Only Selling Idea in the Phonograph Field To-day that is Non-Competitive

Pathé

Trade Mark Reg. U. S. Pat. Off.



WE give you the only feature which no other phonograph in the world can claim. We give you the selling idea, which makes the soundest appeal to the phonograph buyer. The idea which appeals to the average man's desire to get the utmost for his money—and then **proves** that he **is getting** the utmost.

What is this idea? It is the idea embodied in the

Pathé Sapphire Ball

It is the idea behind this record-saving jewel, which inthe Pathephone takes the place of sharp metal needles: the idea which enables us to guarantee LONG LIFE TO THE RECORD. And the Pathe Sapphire Ball, because it is permanent, hits the public strong with the argument of NO NEEDLES TO CHANGE.

Pathé Supremacy

In Europe, Pathe supremacy in the phonograph business has been acknowledged for twenty years.
Here in America the Pathe name is rapidly assuming the same significance.
Pathe accomplishment, Pathe quality, and Pathe service all give the Pathe line an individuality possessed by it alone.

Talent Known Internationally

Pathe Freres were the first phonograph manufacturers in the world to employ high-priced operatic talent. Many of the great Pathe artists are favorites in America. Equally well-known and included in the Pathe library are such internationally famous singers as:

MURATORE	SLEZAK	BURZIO	DE CISNEROS	PINI-CORSI	VALLANDRI	BASSI
GIORGINI	THIBAUD	ALBANI	ANCONA	JOURNET	TITTA RUFFO	ALBERS
FITZIU	OBER	AFFRE	BONINSEGNA	BURRIAN	URLUS	DIDUR
CAVALIERI	PARVIS	SAMMARCO	CONSTANTINO	SPARKES	NOTE	GALVANY

These famous artists form but a small part of the vast assemblage of talent listed by Pathe. Many under exclusive contracts. In addition are numerous artists and musical organizations of the first rank in Europe, who have never been heard in this country, because their contracts kept them abroad. Pathe brings this vast assemblage of European talent to you.

Tell us to-day that you want to be able to offer your customers the Exclusive Pathe Features—that you want Pathe selling co-operation. Don't wait until you "think of it again." Write now.

Pathé Frères Phonograph Co. of Canada, Limited

Factories and Head Office, 4-6-8 Clifford Street, TORONTO, Canada

Western Distributors: R. J. Whitla & Co., Winnipeg, Man.
Maritime Province Distributors: H. L. Hewson & Son, Ltd., Amherst, N.S.
C. W. Lindsay Limited, Montreal

Talking Machines in the Furniture Store

FURNITURE STORE ADS. SHOW THE TREND

THE general trend towards the adoption and featuring of talking machines and records by furniture stores, is indicated by the space given to this line by furniture dealers in their advertisements. This is not confined to the large stores or the large centres either, for even the advertisements of dealers in the small centres give a good deal of prominence to this line.

These advertisements also indicate that dealers who have taken up the sale of talking machines have found them a line well worth pushing, for they have not been content to maintain them as a mere sideline, but have, in the majority of cases, created a separate department for this line.

SPECIAL TALKING MACHINE DEPARTMENTS

THAT the handling of talking machines is profitable is shown by the number of furniture stores that are opening up special departments where customers may come in and listen to the playing of machines under the most favorable circumstances.

For instance, Woodhouse & Co., of Montreal, have arranged for a large and elaborate talking machine department in their new quarters, where customers may hear their favorite artists in comfortably furnished sound-proof rooms.

There is no doubt about the value of special rooms where customers may listen to music. Where there is no noise nor disturbance, the music sounds much better, and besides, customers are more likely to give their whole attention to the music, and accordingly be better impressed.

HOLDING OF RECITALS

A METHOD that many dealers might use more extensively to induce sales of machines and records is by the holding of recitals. One Canadian dealer has found this an excellent idea. He holds recitals in the evenings, to which he invites customers and their friends. He announces the recitals in his advertising space along with the program to be given.



Interior view of the store of the Kent Piano Co., Ltd., Vancouver, showing the display space just inside the main entrance and the prominence given to talking machines. This space is used periodically for talking machine recitals. It will offer suggestions to the furniture dealer for the arrangement of a music department.



IDEAL MODEL NO. 85

RETAIL PRICE - $85.00

WRITE us for special wholesale price on above model in quantities. State how many you are prepared to contract for per month. Prepare for your fall business. May we send a sample?

IMPORTANT NOTICE TO DEALERS

Why Every Dealer Should Handle The Wall-Kane Needles.

First—Each **WALL-KANE** needle is guaranteed to play 10 records on any Phonograph, the tenth playing as clear as the first.

Second—All owners of Phonographs will always purchase **WALL-KANE** needles since they eliminate the troublesome changing of needles after each record.

Third—**WALL-KANE** needles are scientifically prepared, and by reason of their special composition, are beneficial to the grooves of the record, thereby adding to its life.

Fourth—**WALL-KANE** needles minimize the usual scratching sound of the ordinary steel needles, and greatly improve the clearness and tone of reproduction.

Fifth—**WALL-KANE** needles are put up in a handsome Tile Enameled Metal Stand holding five (5) dozen boxes. Two dozen extra loud, two dozen loud, and one dozen medium needles.

The price is five dollars ninety cents ($5.90) per stand, (holding five dozen boxes.) Each package retailing at 15c, bringing you $9.00 in return.

After your first order for a stand, you can procure the needles without the stand, in packages, at a cost of 9c a package.

Try out the **WALL-KANE** needles and convince yourself they are all we claim they are. Write us to-day to forward by parcel post a sample stand.

Regal Phonograph Co., Limited

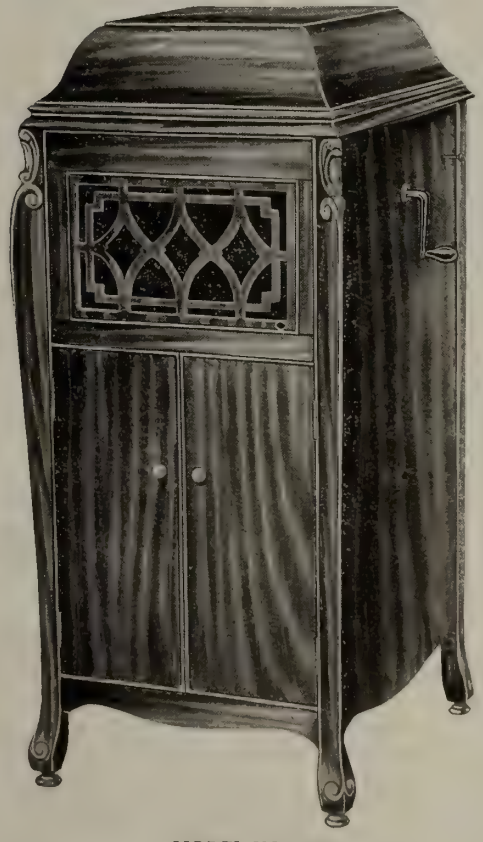
145 Church St., Toronto

HAVE A "CLASSIC" ON YOUR FLOOR

Furniture dealers will find that the "Classic" is a fast mover. Its construction is based on quality. Nothing but the best material and workmanship used in the manufacture of this instrument. Our factory is working day and night so that we can supply dealers sending in orders for immediate shipment. Furniture dealers will find that they do not have to wait for the "Classic" as we are making a point of filling orders as fast as they come in.

Drop us a card for circulars, price list and complete information NOW.

We guarantee your customers complete satisfaction.



MODEL NO. 135
Finished in Oak, Mahogany or Walnut.

CLASSIC PHONOGRAPH CO. LIMITED

Office and Salesrooms:
No. 3 EXCELSIOR LIFE BLDG.,
TORONTO

Factory:
BRESLAU, ONT.
CANADA

Methods for Boosting Sales

We publish below a number of sales stunts and suggestions that have been tried out by dealers in various parts of Canada and the United States with benefit to themselves and their business, both from a sales and advertising standpoint:

Recitals are employed by a dealer who gets local interest by employing home talent to assist. The recitals are given at the store and the public invited through the regular advertising space in the local paper and by invitation cards.

Another dealer has a valuable employee in a mechanically inclined young man who is quite capable of making any adjustment or repair that a machine



A U.S. dealer finds that a concert helps his record sales. This illustration shows what an attractive recital hall he has constructed at one end of his store, where he gives Pathephone concerts once a week.

might need. He visits the homes where his store has sold machines. On arriving at a house and announcing that his mission is to inspect the machine he is promptly invited to enter. He plays over some records by way of entertaining whoever may have time to listen and leaves a list of records that the store recommends because they are desirable and because they are in stock.

A third dealer makes a specialty of lending machines to church and lodge entertainments and even to private parties without charge. He formed the habit by chance some years ago. He was importuned for a donation to some little local affair and only thought of courteously disposing of the supplicant when he volunteered to lend a machine for the evening. To his surprise the machine found a purchaser as a direct result and this led him to look into the possibilities in this direction.

At the Edison Experimental Store at East Orange, N.J., there is a "Children's Hour" every Saturday. This is an idea any dealer can work anywhere and if each dealer will stop to think he will remember the kindly feelings developed toward the merchant who noticed him as a child. For the "Children's Hour" some person accustomed to entertaining or handling children should receive them and show them to seats. The latter might be arranged in a semi-circle if space will permit so as to be somewhat informal and the program opened and interspersed with little informal chats on music, musicians and composers that will give the children a more intelligent interest. The children should be encouraged to put the names of their friends on cards supplied for the purpose so that invitations can be sent for the next recital. Naturally the dealer and his representatives will mingle among the children and parents at the close of the recital for the purpose of getting into conversation. The dealer need not worry about the results. They will follow.

The talking machine has been introduced into public schools in some parts of the United States, each session being opened by a rendition of the national anthem. It is also used in the fire drill, and at the end of the day the children march out to the strains of a popular march.

With the advent of the dance craze, the talking machine demonstrated its practical use in teaching the terpsichorean art, and by using the repeater it is possible to play a dance record as long as desired without touching the disc. It has also demonstrated its value in railroad depots, where it announces the arrival and departure of trains, and it is used by lawyers when taking depositions and codicils to wills. This varied sphere of usefulness has caused the demand to become so great that several of the larger companies cannot fill orders in less than two or three months.

BE ORIGINAL IN PUSHING FOR SALES

Original methods in business pay whether they are presented in the talking machine trade or in any other line. The results obtained by the dealer who offers a new idea in advertising or selling talking machine records go to prove this fact. There is so much done to help the talking machine dealer sell his goods—newspaper advertising to bring the people to his store; show cards and posters to interest them after they get there; elaborate catalogs and lists to help him find and describe records; advice from his jobber on ordering, and a hundred other items—that this self-same dealer is more than likely to be satisfied to follow along the beaten path, the line of least resistance, and get such share of the business as is forced upon him. Little concerts in shops, entertainments, etc., offer one means of publicity. Brief suggestions to customers regarding new records liable to interest them is another means



Attractive store front of Southern U.S. dealer in Columbia machines and records. It suggests window trim and use of signs to other dealers.

of publicity that gives results. Putting a talking machine in an automobile or wagon and giving impromptu serenades in the residence districts during pleasant evenings in the spring and summer has also been tried with satisfaction.—Talking Machine World.

The time is past when salesmen lied their way into the customer's pocketbook. Honesty is the only successful method now.

The Mandel

The Quality Phonograph Plays Any Disc Record

The proof lies in the endorsement of over two thousand dealers who are now selling the Mandel. Who can question the intelligence of this army—**2,000 strong?** Can **you** ask for more substantial proof of quality?

Not Merely Assembled Completely Mandel Built

Few talking machines are really built, but the Mandel is manufactured by us in its entirety. It is one of the few phonographs that is not merely an assembled machine.

The Mandel is mechanically and scientifically correct—phonographically speaking. The Mandel motor insures maximum efficiency and service. The Mandel tone arm and sound box (reproducer) are built upon principles designed along common-sense ideas.

Thus the manufacturer's responsibility is behind the product. The Mandel must satisfy. That is our guarantee.



Model No. 3—$140



Model No. 6—$100

Big Value to the Consumer Liberal Profit for Dealer

This combination spells success. Large quantity output, plus factory-to-dealer distribution method, insures economy in production. The dealer profits—the consumer profits. The Mandel phonograph embodies honest value. It is built to sell and stay sold because of its intrinsic merit.

RETAIL PRICES:

$50, $100, $140, $210, $350

WRITE TO-DAY

Mandel Phonograph Company, Limited

OWEN SOUND, ONT.

DISTRIBUTERS

J. A. McLAUGHLIN, Representative
84 Riverdale Avenue, TORONTO.

TALKING MACHINES IN CHURCH SOCIETIES

A dealer in one of the Eastern cities has apparently found a bright new channel for sales of machines and records to church organizations. Some time ago two ladies, who stated that they represented the ladies' aid society of one of the local churches, dropped in and purchased a low-priced machine small enough to be carried about easily, together with a dozen or more well-selected records. Shortly after they came back for a second machine and more records. An inquiry



A suggestion in talking machine parlors—new Sonora warerooms on Broadway, New York City.

by the dealer developed the fact that the outfits were used for the entertainment of invalids and other shut-in members of the church. It was explained that the machine and records were left at the home of a "shut in" for a week or so and then removed to the home of another unfortunate. Reports were to the effect that the machine had proven a great source of comfort and entertainment to those whose world was limited practically to the four walls of the room in which they were confined.

The information thus brought forth moved the dealer to go into the matter still further. He interviewed the leaders in missionary and ladies' aid work in practically every church in the city and succeeded in convincing many of them of the value of the talking machine for entertaining those who were unable to leave their room. He had several old style horn machines in stock which he considered dead wood but even succeeded in getting rid of some of these to such organizations as felt they could not afford a more modern type. By selling the cheaper machines he naturally opened the way for record sales. The dealer also was able to trace through the connections he made in supplying machines for the entertainment of shut-ins, several sales of higher grade models to churches and Sunday Schools, for use of church clubs, for gymnasiums and other purposes.

The experience of the dealer proves that it is always well to find out who the customer is, and who she or he represents. As in the case of the ladies' aid society such an inquiry will frequently develop an unsuspected channel for the disposal of additional machines and records. Fields for the use of the talking machine have not yet been exhausted by any means.

A CAMBRIDGE PHONOGRAPH

that offers you worth while profits, and a real opportunity to allow attractive prices for second-hand trade-ins, and still make money.



MODEL No. 110

Built by Canadians

RETAIL PRICE $110

Specifications: 42½ ins. high, 18¼ ins. wide, 19¼ ins. deep.

Finished in genuine mahogany, balanced lid support, tone modulator, automatic stopper.

Triple ball-bearing motor with nickled cast frame, heavy springs, and worm drive.

Multiplex tone-arm, absolutely universal, needle or jewel rests on the same point when playing in either position.

Edison jewel, Pathe jewel and a package of steel needles FREE with each instrument.

We offer you a net cash price of **$47.50** on orders for six or more machines, but will ship to interested merchants ONE SAMPLE instrument at this price, either cash with order, C. O. D., or ordered through your bank.

(Hear it anyway)

We guarantee every instrument to be absolutely satisfactory, and if you find it is not the best value you ever saw, return it any time within ten days, at our expense, and we will return the full purchase price.

Our floor model No. 75 wholesales at $29.75

The Cambridge Piano Company, Limited

363 Yonge St., Toronto, Ont.

GRAFONOLAS ON TRAINS

Some little time ago a special train was sent out from New York, with 173 superintendents of schools en route to Kansas City. This special train had the finest equipment which the Pennsylvania and Santa Fe could offer. In each club car there was a Columbia grafonola, furnished at the request of the officers of the superintendents' association, by the educational department of the Columbia Graphophone Co. The delegates of this convention spent two nights and the greater part of two days on this train, and so popular were the grafonolas that they were idle for scarcely a moment.

IMPORTANCE OF SERVICE

Service attracts customers in the sale of records, not cut prices. When you sell a record do you sell service? Do you sell with the record your interest in your goods and your customer and a knowledge of your line? You desire to make his purchase satisfactory to him? Do you sell him the service of a house that endorses the goods you sell, that makes deliveries when they are promised, not hours afterwards? Does your house carry a well-bought stock of records? Does your house make it a point to keep record stocks complete and in such shape that customers can be served from shelves and not from the warehouse of the wholesaler? Think it over, and if you sell only the record when you take the customer's money in exchange for it, revise your methods, for some other house has already done so.

Don't allow yourself to take any stock in that ancient idea that the "American people like to be humbugged." Do you like to be humbugged?

I'll bet you haven't read through your fire insurance policy. I'll bet there are some clauses in it you don't know are there.

AN UNSOLICITED TESTIMONIAL

for

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

"Dear Sirs,—After several weeks' trial with the new 'Grand Sonora' phonograph, I wish to state that it has proved a revelation to me. My pupils are loud in their praises of its warmth of melody. The tone is altogether different to any phonograph I have ever heard before. It is free from the metallic sound so common to other makes, and the friction is reduced to the minimum. At last I have found 'a masterpiece of the phonographic art.' I have used my new Sonora in the teaching of both private lessons and at assemblies, and never yet has it failed to produce considerable applause and praise-worthy remarks from pupils and others. I only wish I had been fortunate enough to have purchased a 'Sonora' long before. If this letter is of any advantage to you I shall be only too glad to have you use it in any way you may see fit. Believe me, yours sincerely (signed), B. Laing."

The above letter was sent to C. W. Lindsay, Ltd., Ottawa, by Prof. B. Laing, the foremost dancing master of that city.

Write for terms of the Sonora Agency

EXCLUSIVE CANADIAN DISTRIBUTORS

I. MONTAGNES & COMPANY

RYRIE BUILDING *Shuter and Yonge Streets* **TORONTO**

Handling of Talking Machines in the Furniture Store

Some of the advantages of handling talking machines—How they bring profit both directly and indirectly to the furniture store.

By M. B. SILVERMAN
Of the Mandel Manufacturing Co.

THE sale of talking machines is no longer confined to the phonograph shop or the musical instrument store. Those media of distribution prevailed when the talking machine was considered a luxury. Millions of dollars spent in educating the people to the attractions of the talking machine in the home have created such a desire for this great modern home entertainer that it is safe to assume that the talking machine is now considered a necessity for every home.

The furniture dealer appeals to the desire for the necessities and comforts of the home, rather than the luxuries, and since the talking machine has become recognized as a necessity, the furniture man is the logical medium for its distribution.

Advantages of Handling Talking Machines

From a purely business standpoint, the advantages of handling talking machines are many. First, is the profit made on the sale of the instrument. The margin of profit which manufacturers allow the dealer is usually as large as on any other item of furniture in the store. Secondly, the possibility of drawing a new clientele to the store to listen to the instrument perform, opens up not only the prospective talking machine sales, but prospective accounts for the regular line of furniture. Thirdly, but not the least important, is the possibility of extending accounts that have been on the books of the installment furniture store.

A wide-awake furniture salesman should make it his business to acquaint himself as much as possible with the particular class of furniture purchased by the various customers of the store. At an opportune time he may suggest to Mrs. Smith that, "This beautiful talking machine will harmonize very nicely with your mahogany parlor suite. Let us send it to your home without obligating you in any way and if, after a few days' trial, you decide to keep it, just continue your payments as before."

How One Firm Sold 200 Machines in Two Months

In a Western city one large furniture dealer tried out this plan and the very first season he handled talking machines he sold two hundred during the months of November and December. That demonstrates conclusively that the plan is a feasible one and no live furniture man can, in the face of this one example, doubt the advantages to be had from handling talking machines.

Now, as to the disadvantages. Whatever these may be, they can easily be overcome. From the standpoint of the furniture dealer who is inexperienced in the talking machine line, what worries him is the possibility of having trouble with the mechanism of the instrument. It is true, with the phonograph, as with any other mechanical device, for after all, the talking machine is a mechanical device, trouble may result on account of carelessness on the part of the owner and failure to follow instructions of the manufacturer for oiling the motor at stated intervals. This is the only real disadvantage that the dealer can think of. But to overcome this the furniture man who intends to develop a talking machine department for his business must have a handy man around the place or else engage the services of one who can be taught how to make adjustments of the motor, sound boxes, or any other part of the talking machine which may need attention from time to time.

Periodical Inspection of Machines

A periodical inspection is advisable, as a preventive measure. By making monthly inspections of all talking machines the dealer has sold the inspection man will prevent a great many of the troubles which may arise if the inspection is neglected.

The disadvantages of handling talking machines for the furniture dealer are so few and the advantages so many, that no progressive furniture dealer will fail to recognize that the advantages outweigh the disadvantages to a considerable extent.

TALKING MACHINE NOTES

The Canadian Graphophone Co., of Montreal, distributers of Columbia products in the Province of Quebec, have moved into larger quarters in the same building.

E. Van Gelder, of T. Montagnes & Co., Toronto, is on a business trip to Western Canada, in the interest of the Sonora line of phonographs.

The Canadian Symphonola Co. Ltd., of Toronto, are now established in their new factory at 31 Brock Ave., where the head offices of the company are located.

One of the newest Pathe agencies is that of C. W. Lindsay Ltd., of Montreal. This house will be distributers for the territory served by their headquarters in Montreal, and their branches located at Ottawa, Quebec, Sherbrooke, Three Rivers, Kingston, Belleville and Brockville.

C. J. Pott, salesmanager for Canada for the Otto Heineman Phonograph Supply Company, attended the Chicago Music Show, where his firm had an exhibit of their lines. In Chicago, Mr. Pott met the president, factory superintendent, and other officers of the company.

Baum & Brody, furniture dealers, of Windsor, Ont., have recently taken on the agency for Pathephones and Pathe records, and are featuring these lines strongly, and with good results. The Ontario Furniture Company, of London, Ont., are also making an excellent success of this line.

The following Canadian firms have been appointed distributers of Par-O-Ket records, which retail at 40 cents each: Regal Phonograph Co. Ltd., 145 Church St., Toronto; Wilder's Ltd., 292 St. Catherine St. W., Montreal; Melotone Talking Machine Co. Ltd., 235 Fort St., Winnipeg; Brantford Piano Case Co., Ltd, Brantford, Ont., and the Grant Phonograph Supply Co., 29 Colborne St., Toronto.



Model "B."

TRADE

"Phonola"

REGISTERED JULY 11 1907

MARK



Model "C."

No dealer is asked to link up his business with the Phonola line on any **claim** to musical qualities, but he is recommended to handle Phonolas on the **satisfactory experiences** of scores of Phonola dealers who buy right, sell readily, and make good profits.

This responsibility of catering to our many dealers who are merchandising on the quality basis should assure you that we can meet your requirements satisfactorily.

The Phonola holds high place for careful workmanship, quality parts, and scientific construction. It is capable of producing good music, the very best music, in the home, and giving it the full, rich, natural tone that does the recording artist full justice.



Model "Prince."

Secure Phonola particulars without delay.

The Pollock Manufacturing Co., Limited

Makers of the "Phonola"

KITCHENER - - CANADA

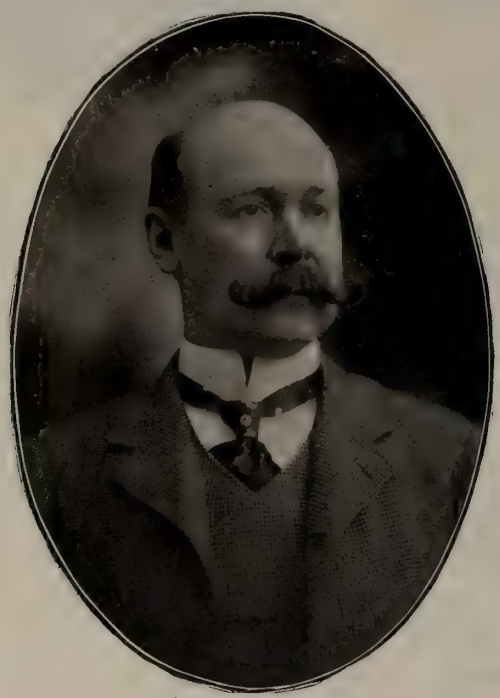


Model "Princess."

JAMES P. BRADT, BACK TO CANADA AS COLUMBIA'S CANADIAN GENERAL MANAGER

James P. Bradt has returned to Canada in the capacity of general manager for Canada, of the Columbia Graphophone Company's interests. Mr. Ralph Cabanas, manager of the company's Canadian division, continues in that position.

Mr. Bradt first came to Canada in 1909 and remained until 1912. During this time he established the Columbia factory which has grown to such proportions. Returning to the United States to pursue other lines, he soon rejoined the company, and made rapid advances from one important position to another. He will be welcomed back to Canada.



James P. Bradt.

AMALGAMATION OF A. F. MEISSELBACH & BRO. WITH OTTO HEINEMAN CO., INC.

The amalgamation is announced of the Otta Heineman Phonograph Supply Co., Inc., of New York City, and A. F. Meisselbach & Bro., of Newark, N. J. The Meisselbach motor will continue to be manufactured under the present management of Messrs. A. F. Meisselbach and Pliny Catucci, and the plant will be known as the "Meisselbach Division of the Otto Heineman Phonograph Supply Co. Inc." The Canadian branch of this firm is now settled in permanent quarters in the Lumsden Building, Yonge & Adelaide Sts., Toronto.

REGAL PHONOGRAPH CO. FEATURING PAR-O-KET RECORDS AND WALL-KANE NEEDLES

Regal Phonograph Co., Ltd., Toronto, of which firm Mr. Edwin A. Stevenson is president and manager, announce that they have secured distributing rights of Par-O-Ket records. These retail at 40 cents in Canada. They are double side, hill and dale cut.

The Regal firm have another announcement that should specially interest their dealers in view of the condition of the needle market. They are featuring Wall-Kane needles, "guaranteed to play ten records on any phonograph, the tenth playing as clear as the first." Mr. Stevenson personally endorses Wall-Kane needles, with the use of which he finds the scratching on the record reduced to a minimum. For display purposes they are packed in a handsome stand containing five dozen boxes. As it becomes empty the stand can be refilled, it being a permanent display fixture.

PHONOLA COMPANY INCORPORATED

The Phonola Company of Canada, with head office at Kitchener, Ont., has been incorporated with a Dominion charter. The capital stock of the company is $250,000 and the provisional directors named, are Arthur Bell Pollock and Alexander H. Welker, Edwin W. Clement, Wm. P. Clement and Miss Rubie M. Fisher, all of Kitchener.

PROMOTING SALES OVER PHONE

Great results have been reported by some dealers from the use of the telephone in working up talking machine sales and particularly in the record end of the business. There are still some dealers overlooking this means of working their territory.

One dealer tells that he had a bright young salesman who by way of experiment undertook to call up one hundred homes chosen in order from the telephone directory. He found that thirty-two already owned machines, and were, therefore immediate prospects for records. From the thirty other satisfactory responses he found that no less than ten were live prospects for machines. Thirty of the one hundred evinced no interest. He did find, however, that people generally were flattered by being called over the telephone. It pleased them to feel that they were persons of enough importance to be consulted about musical matters. In most instances they didn't resent the intrusion at all. On the whole they were very responsive.

As a time-saver, the telephone enables salesmen to talk with as many people in a few hours as he could in several days by personal calls.

KEEPING TRACK OF THE RECORDS

The matter of records is an important item, and much care should be used in developing this end of the business. Thought should be given to keeping in stock records for which there will be a steady demand. It often happens that dealers find themselves with a large stock of deadwood on hand, due to an indiscriminate selection.

A good workable system should also be developed for keeping track of the records, and should enable the dealer to make quick turnovers. There is good profit in records, and besides it brings customers into the store repeatedly and offers a good chance to sell other lines of goods.

The Furnishers Limited, are opening up Columbia departments in their various stores throughout the West.

* * *

Reports from the Columbia Graphophone Co.'s head office at New York, state that their Canadian business under Mr. Cabanas' direction shows a phenomenal increase. The figures for 1916 were 700 per cent. higher than any year's business prior to 1910.

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: ELYRIA, OHIO; NEWARK, N. J.

CHICAGO ATLANTA SEATTLE CINCINNATI TORONTO
Lumsden Building

More Than

SEVEN MILLION

HEINEMAN MOTORS

Are in use in all parts of the world.

Does this not convince you that

is the world's

STANDARD PHONOGRAPH MOTOR

Canadian Branch:
LUMSDEN BUILDING, TORONTO

Otto Heineman
President

MEISSELBACH

TONE ARMS MOTORS SOUND BOXES

KNOBS *of* NEWS

Quebec and Maritime Provinces

J. Mareus, furniture dealer, of St. John, N.B., suffered loss by fire, recently.

Gauvin & Freres, furniture dealers, of Quebec, have recently been registered.

The Frazerville Chair Company, Frazerville, Que., suffered fire loss of $30,000 in June.

H. Bellinger is representing the Lloyd Mfg. Company, and the Ontario Woodenware Co., of Kitchener, Ont., in the Maritime Provinces.

The Art Furniture Co., of Kitchener, Ont., is being represented in the Maritime Provinces, by H. Bellinger.

Wright's Limited, of Sydney, N.S., have installed a new motor truck for delivery purposes.

Woodhouse & Co., of Montreal, are now located in their new quarters at 79-83 St. Catherine St., W., Montreal. This firm has fifteen stores in Great Britain, and one in Canada.

Ontario

The Globe Bedding Co., of Toronto, has been registered recently.

Puffer Bros., of Havelock, Ont., have sold their stock to W. T. Curtis of that town.

Ker Woodturning Limited, of Toronto, has been incorporated with a capital stock of $40,000.

W. H. Mann, of Cannington, Ont., has sold his furniture business to M. R. Summerfeldt & Son.

The Beaverton Toy Company Ltd., of Beaverton, Ont., has been incorporated with a capital stock of $40,000.

F. H. Corbean, of Penetanguishene, Ont., was in Toronto, on June 20, attending the convention of the Ontario Provincial Board of the Retail Merchants' Association.

The Ontario Woodenware Co., of Kitchener, Ont., have improved their line, adding several new designs of sleighs.

The corporate name of the Neustadt Furniture Company Limited, has been changed to that of The Moore Mantle Company of Canada, Limited.

The Du Pont Fabrikoid Co., manufacturers of artificial leather for furniture coverings, etc., now at 864 Dufferin St., Toronto, are completing their new plant at New Toronto. Five acres of ground are taken up with the new buildings, which have been erected at a cost of $500,000.

Two carpet manufacturing companies recently received Dominion incorporation—The Toronto Carpet Manufacturing Co., Ltd., and the Guelph Carpet and Worsted Spinning Mills, Ltd. The capital of the former is set at $2,000,000 and of the latter at $1,500,000. Both of these companies have been manufacturing for a number of years.

The Dominion House Furnishing Company, Limited, of Hamilton Ont., has been incorporated with a capital stock of $45,000. The provisional directors named are Max Epstein, Sam Epstein and Harris Freiman.

The Thornton-Smith Co., interior decorators, Toronto, have moved into new and larger premises at 29 King St. W., Toronto, in the old McConkey Hotel Building. The store has been remodelled and a new front with two display windows arranged.

R. G. Tomlinson is covering Ontario for the Stratford Manufacturing Company, of Stratford, Ont., in the place of R. E. Harris. Mr. Tomlinson formerly carried the Roos and Goshen Mfg. lines, in the United States.

Western

R. J. Campbell, of Campbell & Campbell, Brandon, Man., was a recent visitor in Winnipeg.

The contract for building the new warehouse of the Alaska Bedding Company, in Winnipeg, has been awarded.

The furniture retailers of Winnipeg recently held a meeting at the R. M. A. offices in that city to consider the proposed freight classification and how it would affect the furniture business. J. A. Banfield, presided.

James Dillon & Co., dealers in hardware and furniture, Lipton, Sask., has been succeeded by Chas. Walwyn & Co.

FURNITURE DEALER ELECTED 1ST VICE-PRESIDENT OF MANITOBA R. M. A.

At the annual convention of the Manitoba Retail Merchants' Association, held in Winnipeg, this month, R. J. Campbell, of Campbell & Campbell, furniture dealers, of Brandon, Man., was elected 1st vice-president of the Association. J. A. Banfield, of Winnipeg, another furniture dealer, who has been prominently connected with the Association since its inception, and who was 1st vice-president last year, was elected as one of the representatives on the Dominion Board.

Protest Against Cartage Charges

Many interesting addresses were delivered during the convention, and many matters of interest to retailers generally, dealt with. The question of cartage was one that came in for a good deal of discussion. Mr. R. J. Campbell, of Brandon, moved that the concensus of opinion of merchants throughout the Province be secured on the question. In moving this resolution he stated that he had discussed the question with a number of manufacturers. Some of them refunded the cartage, while others claimed that if they did not charge it direct, it would be charged some other way. Personally, he thought there was something wrong when the dealer several miles from the centre of Winnipeg could have his goods delivered free of charge, when a dealer in the country had to pay.

As it seemed to be the feeling of the meeting that some attempt should be made to take a decisive stand it was decided that during September or October that the merchants write in, refusing to pay cartage.

Object to New Clauses in Freight Tariff

Mr. Campbell protested against the new clauses in the freight tariff and thought that they should be strenuously fought. He said it only made a difference of 10 or 15 per cent., but there were some items that went as high as 100 per cent. At a time when they were running their business to prosecute the war as effectively as possible, it was difficult for dealers to sustain further penalties of this kind. The Association is to look after the interests of the retailers.

The mid-summer furniture exposition will be held at the New York Furniture Exchange, from July 9 to 28. There will be a number of important additions to the lines usually displayed in New York, one of the new displays covering 6,000 square feet.

HAMILTON FURNITURE PICNIC ON JULY 18

"Wednesday, July 18," is the date that Hamilton furniture dealers and travellers have pasted in their hats. On that date, along with their friends, they will don their running shoes and ice cream caps, and betake themselves to Burlington Beach, for one of the most eventful picnics that has yet been staged. The word has gone forth that this is to be a "cracker jack" picnic, and so a real high time can well be looked forward to. Any furniture dealer or employee will be welcome at the picnic. Send your name and $1.00 to W. J. Nash, M. S. Glascoe Furniture Company, Hamilton, Ont., on or before July 15.

Cars will leave the Terminal Station at Hamilton, every few minutes on picnic day, and the scene of action, which is right at the canal, will be easily located. There will be sports of all kinds during the afternoon. A sumptuous banquet is to be provided, and the committee announce that they have a treat, not only in the eating line, but something unique in the way of a very pleasant surprise. It is stated that this "Pleasant Surprise" will be one of the features of the day.

LARGER PERMANENT SHOW ROOMS FOR PHILLIPS MFG. CO.

The Phillips Mfg. Co. of Toronto, have recently made a great improvement in the display facilities at their permanent showrooms, by consolidating the various individual rooms that they previously had, into one large room where the different lines which they manufacture can be effectively displayed.

The setting and facilities for display are excellent. The walls are covered with green burlap, which forms a good background for pictures and mirrors. Display tables are used for showing the smaller lines. The room is exceptionally well lighted so that dealers are given every help in making selections.

RICHARD CLEGG, OF WINGHAM, ONT., PASSES AWAY

Richard Clegg, of Walker & Clegg, furniture manufacturers, of Wingham, Ont., passed away on June 17, after an illness of several months. Mr. Clegg's old home was in Peterborough, and from there he moved to Ingersoll. He located in Wingham, twenty years ago, and formed a partnership with Mr. C. M. Walker, and engaged in the manufacture of furniture. From a small beginning, the factory grew to be one of the best industries in the town. Mr. Clegg took an active interest in the Wingham General Hospital, and for a number of years he was also president of the Board of Trade. He was an Anglican in religion, and a Liberal in politics, being for some years president of the local Liberal Association. Interment took place at Peterborough.

WHAT THE TEXT WAS

A newsboy, who does not like to spoil the pleasure of going to church by attending too often, recently visited a place of worship and was afterwards being questioned as to what the text was.

After a moment's thought, he replied, "You should worry. You'll get the quilt."

Do you get it? The text had been: "Fear ye not—the Comforter cometh."

Should Make Efficient Officer

R. J. Campbell of Brandon, Man., the 1st Vice-President of Manitoba R.M.A.

R. J. Campbell, who was elected 1st Vice-President of the Manitoba R. M. A. at the annual session in Winnipeg, is a member of the firm of Campbell & Campbell, furniture dealers of Brandon, Man. He has been a resident of Brandon for 29 years. Twenty-two years ago he joined forces with A. F. Campbell in the furniture business. Although the names of the partners are the same, they are no relation. They have a fine "L" shaped store with a frontage on two streets in the centre of the business section of Brandon. Mr. Campbell took a prominent part in the discussions at the annual convention, and should prove a most efficient officer of the Association.

NEW EQUIPMENT AND METHODS

During this war period, dealers, large and small, have found it necessary to adopt methods and equipment that work for greater efficiency, especially since the help problem became acute.

A Western department store that previously kept an information man near the main elevators to answer inquiries as to the location of departments, has replaced him by a large directory board that gives this information to customers.

Examples in all lines of business could be cited to show how the war is working for greater efficiency. It is one of the benefits that is accruing to the retail trade to balance off, in part at least, the several disadvantages that the trade is operating under as a result of hostilities. Besides, we must bear in mind that the disadvantages are only temporary. The benefits of greater efficiency are of a permanent nature.

The old proverb says that necessity is the mother of invention. In so far as the war and the retail trade is concerned, it might be revised to read, "Necessity is the mother of greater efficiency."

If you do not advertise, think of the hundreds or thousands of possible customers who never hear of your store and who are never tempted to patronize it.

GOOD COMEBACK BY FURNITURE DEALER

An Ontario furniture dealer recently knocked the wind out of the argument of a farmer who complained of the high price of a suite of furniture, in a novel manner.

The dealer had quoted a price of $90 on the suite. "Why!" complained the customer, "my father bought a suite just about exactly like that for $60."

"Yes," replied the dealer, "I remember the sale. Your father turned in 300 bushels of corn to pay for it. I will do better for you than I did for your father. You bring in your 300 bushels of corn and I will let you have in return, not only this suite of furniture, but a $75 bedroom suite, a $20 library table, a $30 kitchen cabinet, a $10 pedestal, not to mention a carpet for your parlor and sitting room."

The farmer climbed back into his motor car and said, "I guess I haven't any kick on the price. Send out the suite at $90."

Trade Matters Dealt With By Ontario R.M.A.

At the Annual Convention of the Provincial Board in Toronto— Many subjects of interest to retail furniture men.

By A STAFF EDITOR

At the annual meeting of the Ontario Provincial Board of the Retail Merchants' Association of Canada, held in Toronto, on June 20, many items of interest to retail merchants generally, including retail furniture dealers, were discussed and dealt with. The Association includes all lines of business, but has its separate branches of trade, the furniture section having been organized at a convention in February, last. At the meeting of the Provincial Board, matters of interest to retailers generally are



B. W. ZIEMANN
Of Preston, Ont., who was re-elected president of the Ontario Retail Merchants' Association at its annual meeting in Toronto.

taken up, but several of the subjects discussed were of much interest to retail furniture men.

The officers elected for the ensuing year were as follows:

President—B. W. Ziemann, Preston, Ont.
1st Vice-President—D. W. Clark, Toronto.
2nd Vice-President—Henry Watters, Ottawa.
Treasurer—F. C. Higgins, Toronto.
Secretary—Wm. C. Miller, Toronto.

Want Reduction in Business Tax

The matter of business tax was one of the subjects discussed that is of considerable interest to furniture dealers, as it falls particularly hard on them, because the bulky nature of their goods makes large premises necessary, with consequent heavy business tax under the present system. At present, the business assessment in Ontario is 25 per cent. of the value of the premises occupied by the merchant. It is felt that this is too high, in view of the other heavy taxes paid by retail merchants, and an effort is to be made by the Association to have it reduced to 10 per cent. Petitions have already been circulated for the signature of merchants, asking for the change, and the matter is to be taken up with the Legislature.

Some of the Subjects Discussed

Other matters of general interest discussed included community development and the reduction of the mail order evil—the promotion of a Small Debts Court which will allow suits up to $100 at a nominal charge of 50 cents; discussion on the Workmen's Compensation Act; endorsation of Daylight Savings; strong recommendation of the Act regarding false advertising; and support of an amendment to the Ontario Lien Law. A furniture retailer voiced his support of the proposed amendment to the Lien Law, it being especially valuable to furniture dealers.

Furniture Dealer Favors Workmen's Compensation

In the discussion of the Workmen's Compensation Act, from the workings of which retail merchants have so far been excluded, there was a difference of opinion expressed.

"Personally, I am in favor of the retail merchant being included," said Mr. E. F. Best, furniture dealer, of Simcoe. "Accidents are liable to happen, especially where there are elevators and delivery is given, and the merchant is liable. The Compensation Act would be a protection to the dealer, as it has been to manufacturers."

Mr. Best instanced a case where he had hired a boy just for Saturday, and in moving some linoleum it had fallen over on him and injured him. The boy's relations had taken action against him for the amount of the doctor's bill, and he had been advised by his lawyer to pay the amount. If the retail merchant had been included in the workings of the Compensation Act he would have been relieved from all liability.

Catalogue Houses Violating Postal Laws

A protest was made against postal authorities allowing catalogues to be sent out by freight to local postmasters for distribution in the local 20-mile zone, thus securing a much lower rate than if mailed from the head office. Several instances were given of this en-



WM. C. MILLER
The energetic secretary of the Ontario R.M.A., who was re-elected at the annual meeting.

croachment on the postal laws by mail order houses, which practically means that the Government is being robbed of huge sums that they would otherwise secure in postage. Secretary Wm. C. Miller instanced a case where 76 sacks of catalogues—approximately 7,000—had been sent to Fort William by lake and rail and sent out from the post office there at six cents each, whereas the rate would have been 14 cents if posted

from the head office of the mail order concern in Toronto.

Protest Against Discrimination in Prices

A resolution regarding discrimination in prices is one that the furniture trade will be interested in. The convention went on record as opposed to the system adopted by some manufacturers of giving special prices to some dealers, who make it a practice to advertise certain lines of goods at lower prices than the said goods can be purchased by the ordinary retail trade, and that as the legitimate retail trade are collectively the largest buyers, and contribute most towards the profits of manufacturers, that such a system should be discontinued. Secretary Miller pointed out that in the furniture business, certain large stores were frequently given a preference in the shape of a larger discount on goods.

Attention was drawn to some of the service features of the Association. Freight bills will be examined by an expert for members, taking 50 per cent. of the savings where mistakes are found, and making no charge if no savings are effected. Insurance policies will also be examined for members, to ascertain if they are properly drawn. Members are also asked to take advantage of the Association's Credit Reporting Department.

Good Work of Association for Furniture Dealers

Since the convention of the furniture section of the Association, early in the year, the executive have had several conferences with the furniture manufacturers in regard to the latter selling direct to consumers and employees. Secretary Wm. C. Miller stated to THE CANADIAN FURNITURE WORLD that the manufacturers have agreed to comply with all the desires of the trade in this connection. Mr. Miller further stated that many furniture men are writing in, expressing their appreciation of the services rendered by the Association.

Information from Manufacturers of Interest to the Trade

NEW LINES OF PHILLIPS MFG. CO. LTD.

The Phillips Mfg. Co. Ltd., of Toronto, continue to send out their attractive monthly circulars to dealers. The June circular announcing new lines, has an attractive illustration showing clothes being put on the line, this forming the basis for a headline, "Our new line is out."

In mouldings, they announce new Japanese walnut veneers and new antiques; in frames, their new swing photo frames and carved antiques; many new subjects in framed pictures, a few new leaders in their copper-plated mirrors and new designs and patterns in trays.

HOW THE UPHOLSTERY QUESTION IS BEING SETTLED

The trend of upholstering in the construction of railroad cars is indicative of the whole upholstery situation at the present time.

Prices of construction materials are constantly advancing, and upholstery is one of the top notchers. The increasing shortage of hides is the chief cause. Large users of leather are being forced to other markets for material to take its place. Leather substitutes are coming into more general use every day.

For instance, in railroad cars, for years most all upholstering was of plush. A few years ago leather was given a trial. To meet the demand for economy, the leather manufacturer was forced to make rock bottom prices. He soon found that these prices wouldn't pay for the best leather, and eventually the car builders were being supplied with split leather, instead of grain leather. This at first answered the purpose, but it did not take long for it to crack and peel. Leather substitutes have now come to the front and are proving satisfactory, especially for smoking cars, and cars on roads using soft coal. A high grade leather substitute is stronger than split leather because the latter is merely a sectional sheet of a hide surfaced with practically the same coating that is used to coat Fabrikoid, and embossed in the same way. It is uniform in thickness, comes to the purchaser in a roll and thus eliminates waste in cutting it; it is waterproof and washable, and in the better grades, is guaranteed superior to split leather.

The fact that it is waterproof puts it far above other upholstery. While it will not hold dust like other upholstering, it naturally gets dirty, but can easily be cleaned with a wet cloth. Neither is it affected by heat.

High grade leather substitutes answer the economy question by being much cheaper than any other guaranteed upholstery. With the progress being made in the manufacture of leather substitutes, and the fact that the material is cheaper than any other upholstery, it certainly looks as if it had made its mark in the industrial and mercantile world.

LUCKNOW TABLE CO. FEATURING DROP LEG BRACKET

The Lucknow Table Co. are now featuring a drop leg bracket for the extension to 8 or 10 feet, of solid pillar pedestal tables. This device is of rigid construction and when the table is extended to either 8 or 10 feet and drop leg support used, it will give each end of the table absolute support. It is used by one of the largest table makers in the United States, and is meeting with decided success. The Lucknow Table Co. are now prepared to make deliveries of tables equipped with this device on all solid pillar extensions, in all finishes.

LLOYD MFG. CO. REPORT BIG DEMAND FOR MODERATE-PRICED LINES

In a recent circular sent out to the trade by the Lloyd Manufacturing Co., of Kitchener, they point out that on account of higher prices on everything, less money is being spent for style, which means less money spent for baby carriages and an increase in the sales of well-made, practical, handy collapsibles and sulkies. They state that it is the moderate-price lines that have been the big sellers the last year, and while prices of collapsibles and sulkies have gone up, they are still within the price range of what people expect to pay for a baby vehicle.

With every order this firm sends the dealer a liberal supply of highly attractive store display matter, which will help the dealer in making sales.

Why Furniture Prices are Higher

The Grand Rapids Bookcase and Chair Co., recently issued a statement as to why furniture is costing more to-day than in 1914. The statement shows that the great reason, in addition to higher wage schedules, is found in the vastly increased cost of raw materials.

Item	Per Cent
Lumber	
Mahogany	20
Walnut	10
Oak	10
Crating	18
Hardware	
Brads	90
Butts	40
Screws	190
Casters	30
Glides	33
Pulls, knobs, etc., brass	25
Tacks	122
Springs	35
Nails	124
Sheet glass	200
Mirrors	91
Cabinet Material	
Sandpaper	60
Glue	100
Finishing Material	
Alcohol	90
Shellac	170
Ammonia	10
Benzol	214
Pyrogallic acid	160
Nigrosine	525
Oil yellow	438
Acid green	900
Alcohol brown	285
Walnut crystals	700
Filler	28
Rubbing oil	60
Lacquer	67
Naphtha	90
Linseed oil	80
Cotton waste	55
Rags	70
Leather, Fabric and Cotton Goods	
Leather	50
Tapestry	20
Lining plush	92
Muslin	55
Drill	59
Cambric	60
Other Upholstering Material	
Felted cotton	180
Kapok	45
Hair felt	100
Burlap	65
Buckram	109
Welt cord	15
Thread	150
Tow	20
Packing Material	
Crating lumber	18
Bag covers	40
Wrapping paper	150
Jute twine	84
Tags	47
Wadding for pads	33
Nails	124
Coal, Etc.	
Coal	125
Lubricating oil	20
Wiping waste	30

CANADIAN WOODS FOR STRUCTURAL TIMBERS

Too many Canadians in the past have been prone to think that what comes from abroad is better than what is produced at home. Largely because of this idea imported timber has been used in buildings on the edge of our timberlands. The Forest Products Laboratories of Canada, under the Forestry Branch of the Department of the Interior, have been investigating this question and have found that some of our Canadian timbers are superior to those imported and just as cheap or cheaper. This means much to us in war time when every dollar produced or saved makes it by so much the easier to win the war. The results of this investigation have been published in Forestry Branch Bulletin No. 59, entitled "Canadian Woods for Structural Timbers." Lumbermen, builders, manufacturers, or others interested who have not yet received a copy may obtain one free on application to the Director of Forestry, Ottawa.

BIG FURNITURE AD. CAMPAIGN

A movement to inaugurate a newspaper advertising campaign by the furniture interests was started at a meeting of furniture men in Grand Rapids, Mich., recently. The scheme took concrete form after an address by George E. Helm, of Knoxville, Tenn., on "Better Business Talk." Mr. Helm told of a "dream" he had had, in which he saw visions of beautiful furniture in the modern home. The one hundred furniture men present were put in a receptive mood at once, and the suggestion to raise a fund of $1,000,000 for newspaper and magazine advertising was taken up. A. W. Wilson, of Halifax, N.S., endorsed the suggestion, but thought that it was a matter that required careful working out before hasty action was taken. It was the general opinion of most of those present that the scheme will go through.

FAN SYSTEM FOR DRYING VARNISH

In an eastern chair manufacturing plant is installed a varnish drying system which has been found to be rapid and efficient. A double row of steam pipes 4-ft. in height extend across the window end of the room, lightly boxed in, with the exception of ventilators near the door for the ingress of fresh air, and an opening directly under the fan.

In the centre of the line of pipes is the revolving disc or fan, which performs the double duty of vaporizing a given quantity of water, which it throws out in an invisible vapor to offset the dryness of the air, and also acts as a fan to draw the hot air through the opening from the boxed-in pipes underneath, and to throw this accumulated heat to the farthest corners of the room. This fan is electrically operated, and in three minutes after being started will equalize the temperature in all parts of the room.

A thermostat automatically regulates the heat and can be arranged to shut off at any required degree of temperature. This system has been in use a short time in this shop, and it is claimed to cut in two the time required for drying paint or varnish.

FIRE WASTE IN CANADA

Why do Canadians start five times as many fires per capita per annum as do the inhabitants of civilized countries in Europe? asks Canadian Credit Men's Journal. Are we civilized? Why is the fire loss in Canada over three dollars ($3.00) per annum per capita and only thirty cents (30c) per capita per annum in Europe? Is it because we do things along lines that look like thirty cents on all lines of fire prevention?

NOT THE RIGHT KIND OF WOOD

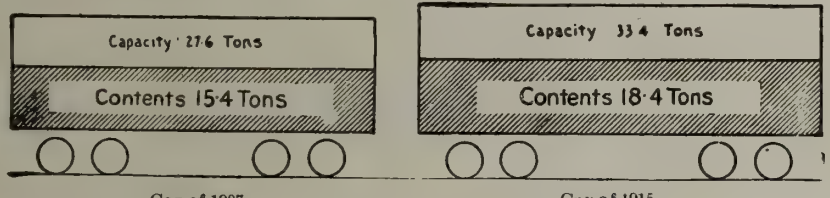
Everybody who knows Toronto knows there is a big furniture store behind the Municipal Buildings, which lends weight to this story told by Bert Menzie. "Do I go upstairs to get the furniture department?" asked a lady of two Toronto civic employees, who were standing inside the eastern entrance to the City Hall. They exchanged knowing looks, and after directing the enquirer to the place she wanted, one was heard to remark: "Now, if she asked for the fixture department, I could have shown her a good many around here in the way of some employees."

KITCHEN CABINETS INCREASE IN DEMAND

One of the noticeable things about the late January furniture expositions, says an exchange, has been the increase in the kitchen cabinet industry. This household necessity is growing in usefulness and popularity and there are now almost numberless uses to which this pride of the housewife is devoted.

ECONOMIZING BY FILLING THE CARS

A little more co-operation between the merchants and the railways will do much to relieve the present freight situation. The railways are not trying to shift the responsibility on to the public, but are asking the public's help. Much more tonnage, for instance, could be handled with the existing locomotive power and terminal facilities if cars were loaded to capacity instead of being so often only two-thirds full. In the old days when traffic was lighter, it mattered less to the railways if a shipper did not use all the space he paid for—that was the shipper's loss. But now it is realized that the extravagance of one shipper may cause delay to others owing to the limited amount of locomotive power and terminal facilities. The shortage is not so much in equipment as in train crews, and labor in the yards and roundhouses. Anything which can help to secure quicker clearance and freer movement in the yards, helps to speed up the movement of freight. Another drawback to the economical movement of freight is that a great many consignees order not the full carload of freight, but merely the minimum allowed under the classification. It would materially help to solve the problem if in placing orders consignees would order enough to fill a car to capacity instead of the minimum, which often does not represent more than half a carload.



Car of 1907. Car of 1915.

The question of the capacity of cars is itself the subject of investigation. The standard of loading grain, for instance, has remained the same for many years, but improvement in the engineering of cars has gone on steadily, so that the modern freight car can bear stresses greatly in excess of what was possible twenty years ago. The result is that there is prospect of considerably increasing the load line on quite a large proportion of freight equipment, thus increasing the train capacity without requiring additional train crews. Grain cars rated for 80,000 lbs., are found capable of carrying over 90,000.

It has been figured that if the average load could be increased on Canadian railways in 1917 by five times over that of 1915, this would be equivalent to 54,800 additional cars, requiring no additional locomotives or man-power.

Canadian business men are, therefore, being urged to co-operate with the railways in their endeavor to increase the existing carrying capacity, by using to better advantage the present available rolling stock. Light, bulky commodities, of which there are many, should be loaded to the full cubic capacity of cars. Heavier freight should be loaded to the full carrying capacity which is 10 per cent. in excess of their stenciled capacity.

The following figures are taken from the Railway Statistics of the Dominion of Canada, issued by the Deputy Minister of the Department of Railways and Canals, and cover all the railways of Canada:

Note.—1907 is the first and 1915 the last year for which figures are available.

Total tons freight carried 1 mile, 1907, 11,687,711,830; 1915, 17,661,309,723; increase, 51.1%.

Aggregate capacity of freight cars (in tons), 1917, 2,908, 903; 1915, 6,731,265; increase, 131.4%.

Total freight cars, 1907, 105,540; 1915, 201,690; increase, 91.1%.

The car capacity increased 5.8 tons. The contents increased 3.0 tons.

48% of the additional capacity provided was not used.

The public is asked to co-operate with the railways in an endeavor to remedy the existing car shortage.

It can be done by utilizing to better advantage the present available rolling stock.

By increasing the average car load to 23.4 tons or 5 tons more than during 1915 would be equivalent to the placing of 54,800 additional cars in service.

FOR SCRATCHED FURNITURE

When wood is badly dented or scratched it is often a problem to know how to get rid of the marks. This is quite easy if the following plan, suggested by the Scientific American, is adopted. First of all fold a piece of blotting paper at least four times, then saturate with water, finally allowing the superfluous moisture to drip away. Now heat a flatiron until it is about the warmth required for laundry work.

Place the damp blotting paper over the dent and press firmly with the iron. As soon as the paper dries examine the work. It will then be found that the cavity has filled up to a surprising extent. Where the dent is very deep a second or even a third application on the lines indicated might be tried. Sooner or later even serious depressions can be drawn up and most people who have not tried this plan will be surprised at the result of the treatment. Repolishing will clear away even the slight marks that might finally remain.

SUGGESTION FOR REPAIR MEN

White spots on a polished table top, caused by hot dishes, can be removed by rubbing lightly with a rag moistened with alcohol. It must be done skillfully so that the spirit will not injure the varnish. Then rub with linseed oil.

Diluted oxalic acid will also remove the white spot. In any event it is best to apply the remedy as soon after the accident as possible. Always rub with sweet oil or raw linseed oil afterwards.

Spirits of camphor is another good remedy. The spot should be rubbed steadily until it disappears, and the surface then rubbed with linseed oil and a soft piece of cheese cloth. Camphorated oil is said to be better still, and it is also a very good cleanser and polisher.

The people from whom you buy goods are going to judge somewhat of your business standing and ability by the class of stationery you use.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

Hints and Helps for the Embalmer

By Howard S. Eckels, Ph.G.
Dean of Eckels' College of Embalming, Philadelphia, Pa.

Written for Canadian Furniture World and The Undertaker.

ONE of my friends writes: "Describe calcification of the arteries and tell me how to avoid the difficulties the embalmer meets." In fact, he admitted his failure in embalming a body on account of the so-called ossification of the artery. Both of these terms are erroneous, and convey the impression that the embalmer cannot obtain circulation through these diseased blood channels, while the only difficulty encountered is in entering the arterial tube within the proper coat of the artery, and seeing that the hardened middle wall is not broken, so as to choke the artery by forcing the delicate mucous inner coat of the artery so as to plug it up. It is true, however, that there is more trouble in injecting a body in which the arteries are calcified than in almost any other case.

Calcification and ossification, it may be remarked, are two terms which should never be used in this connection. They appear to be too significant and to mean more than the conditions warrant. Arteries are composed of three coats. The outer coat is the one which contains the blood vessels that supply nutrient blood to the middle coat. The middle coat is generally described as the fibrous coat. In aged people, the lack of blood circulation through the arteries of the vascular coat results in atheroma (deadened tissue of the fibrous coat) which becomes scaly and hard, but which does not prevent the current of the blood in life flowing through the inner and mucous coat which is not affected by the conditions of the middle coat of the arteries. Therefore, when raising the artery in such cases, it should not be stretched so as to rupture the hardened tissue of the middle coat to such an extent that it tears the mucous or inner coat. If the embalmer will select an artery near the trunk of the body; for instance, like the axillary artery, instead of the radial or even the brachial artery, he will find it extremely rare that the artery is hardened sufficient to hamper his work.

THE most abundant source of contagion from scarlet fever is the thin scales of the outer coating of the skin, epithelial desquamation. Therefore, in handling these cases, the embalmer should use great care in preventing the spread of these particles of skin by keeping the surface of the body constantly moistened with a suitable disinfectant.

The best known for this purpose is a solution of bichloride of mercury, 1 to 500, the body being bathed with this solution and then wrapped with a sheet that is saturated with this solution. This affords the least opportunity for the spread of the disease. In this disease the outer coat of the skin separates from the body in minute flakes, each bearing germs of the disease. These flakes are so fine that they are not visible to the naked eye. Should a ray of sunlight enter the room, these flakes can readily be seen, but in the shadow or in ordinary light they may be totally invisible. It is to prevent their separation from the body and their being spread by means of the air that the body should be moistened with a solution of bichloride of mercury.

UNDERTAKERS should not be misled and believe that the physician has disinfected a room when he has merely hung up the moistened sheet in it during the illness of the patient. These sheets, while they are moistened with bi-chloride of mercury solution, merely destroy or hold such germ-ladened dust as may chance to float in the air and come in contact with them. They lessen the danger but do not eliminate it.

It is not possible for the doctor at that time to use gaseous disinfection such as you are priviliged to employ for thorough disinfection, because during life these gases would dangerously irritate the patient. The physicians' first care must be the life of the one who is ill. The undertaker is thus not restricted and considers only the health of the remainder of the family and of the community.

To Readers of Furniture World

We want you to become better acquainted with our paper by reading it through from cover to cover each month, and this means the advertisements also, for they contain the latest and most important announcements of the manufacturers who are catering to your needs and wants.

In reading Furniture World do not fail to let us know if you find anything that you do not agree with, for we want both sides of every question fairly presented and discussed. We are not hide-bound, but are constantly seeking more light and trying to impart it to our big family of readers. Should an article which you find in our columns suggest something to you which would be of benefit to the profession, take a little time and write us about it. Let us be helpful to one another. Life is made sweeter and better every day by those who do this.

The Editor tries hard to present to you each month a bright, interesting, useful paper, the best that Canada can produce. He will appreciate any suggestions, news or articles with which you may favor him. The most successful publications are those that are in close touch with their readers. That is the position we desire to occupy.

And, please, recommend Canadian Furniture World and The Undertaker to others if you find it worthy of your own support. We have many subscribers who have been on our list since first publication. We hope that all our present subscribers will become just as attached to it, so that we may number them among our lifelong friends.

WE are hearing considerable nowadays (as an argument against formaldehyde) of alkaline ammonia, which some authorities claim will neutralize the effect of the disinfectant. It might be true that it would have this effect if "alkaline" ammonia was ever found in any quantity in the body. This, however, is never the case. The kind of ammonia found too often under the circumstances is sithate of ammonia, which is not strongly alkaline, and which has no effect either on the body embalmed nor will noticeably neutralize the fluid. It is a nice theory but, like a great many theories, does not work out in actual practice. In examination before a State Board it is all very well to mention that the presence of "ammonia" in the body would tend to neutralize the action of the formaldehyde—theoretically. Practically, it is never found in sufficient quantities to interfere. It is the amount of dropsical water left in the tissues to prevent good circulation or dilute the fluid which causes failure in these cases.

BOB FLINT OR "DOC" FERGUSON?

Why a jolly-natured drummer should always be selected to push a funeral line of merchandise and the somber-natured individuals the "joy lines," is one of the mysteries of the trade, says The Detroit News.

The jolliest natured gents of the road who come to the Pontchartrain and the Statler, are those engaged in selling funeral drapery and burial vaults. On the other hand the most funereal looking men are those engaged in pushing such "joy lines" as diamonds, French wines and lobsters.

The conventional idea of a diamond drummer or a wine merchant is a gay spark in plaid clothes. At least that's the way they're always represented in musical comedy. On the stage the diamond merchant is always seen wearing 'em wherever he can find a vacant place on his attire. In real life the aim of the true diamond merchant is to look as little like diamonds and as much like an animated funeral as possible.

There was a man at the Statler Tuesday selling a new invention in burial vaults, who for sparkling resources in conversation and for daring futurist taste in haberdashery with jewelry ornamentation, was all that the real Maiden Lane diamond merchant and French wine drummer is not.

The burial vault man has a fund of gruesome stories that he retails in the jolliest manner possible. One story about living inhumation that would have been impossible if his ventilated burial vault had been in use then, was not excelled in ingenious and well-sustained horror by anything that Edgar Allen Poe ever wrote.

In the world of the commercial traveller there are many varying personalities and temperaments. But in one thing they are all agreed. The prices for lobster and crabs, French wines and silk casket tassels, diamonds and burial vaults, may sky-rocket some more, but never, never, will they bite the dust again.

PROFESSIONAL NOTES

Fitzpatrick Bros., St. John, N.B., have purchased a new funeral car from J. Cunningham & Son, Boston, Mass., to take the place of one they sold Stanley Hayward, at Sussex, N.B. On account of the large snowfalls in winter in that section, funeral directors in the East have to stand by the horse-drawn vehicle. There are no motor hearses used as yet, down that way.

The hackmen in St. John, N.B., have increased the charges for the use of their coaches at funerals on account of the "increased cost of living." Everything has gone up in price for both living and dead.

The Texarkana Casket Company, of Texarkana, Ark., has tendered to the United States Government the use of its plant for the manufacture of any woodenware that may be needed for the army and navy in the war. The offer stipulates that the company would accept no profits for anything manufactured for the Government.

A. H. Crosby, funeral director, Gravenhurst, Ont., suffered a fire loss in his parlors on May 24. He is opening up in a larger way, and will start a furniture business in connection with his undertaking.

Stop, Look and Listen

Preparations for the big annual show are under way. The Executive Committee of the Canadian Embalmers' Association met in the secretary's office at Toronto, on Monday, June 25, and selected the dates for the 1917 convention, and as well, set the wheels in motion which will make this the biggest and greatest of the long series of conventions in the history of the Association.

The convention will open on Tuesday, September 4, and continue until Thursday, September 6, during the second week of the Exhibition. The school will be conducted during the preceding week, opening on August 27. Both the convention and school will be held, as usual, in the Anatomical Building of Toronto University. Prof. Chas. O. Dhonau, President of the Cincinnati College of Embalming, who gave such satisfactory service to all who attended last year's convention, will be the demonstrator and lecturer again this year.

Within the year, Prof. Dhonau, who is pathological instructor at the Cincinnati General Hospital, and who does the embalming of bodies of those dying in that great institution, for all but three of Cincinnati's funeral directors, has handled 1,003 cases. He is greatly interested in research work, and his coming again to Toronto is in response to the inquiry which Secretary Matthews sent out through Canadian Furniture World and the manufacturers' correspondence.

All the executive members but Norman L. Brandon, of St. Mary's, were present at the meeting, those in attendance being President Robt. Nugent, Lindsay; F. J. McArthur, Cobourg; A. R. Coltart, Chatham, and Secretary F. W. Matthews, Toronto.

It was a pleasure to see Mr. Coltart around again, after his recent illness.

The function this year will have all the good features of former years and many new ones. It will be an embalmers' convention, picnic, manufacturers' entertainment and drummers' snack, all rolled into one big program. The slogan this year is "Boost," and all members are asked and expected to use their utmost persuasive powers to make this the most successful convention yet held.

R. B. Barbier, 2514 Lafayette St., employed by the Wildwood Builders, was removed to the Lutheran Hospital yesterday, where he will undergo a surgical operation.

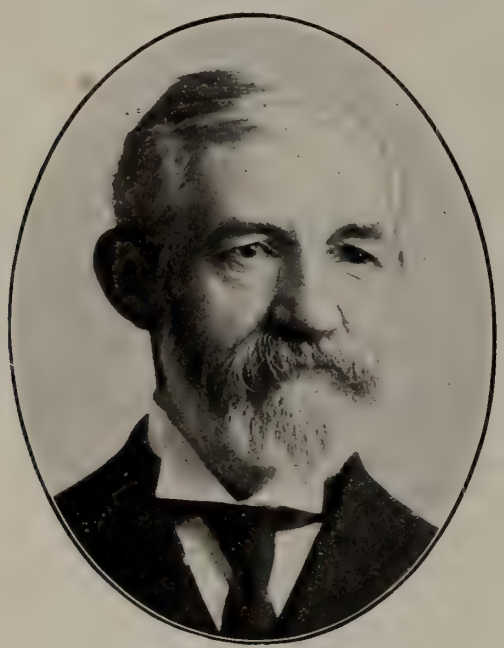
Funeral services will be held Wednesday afternoon at 1.30 o'clock at the residence, 425 Greenlawn Ave.—The Fort Wayne (Ind.) Journal Gazette.

Men Known to the Profession

Under the above caption The Embalmers' Monthly in a recent issue gave the following offering to its readers anent one of the best known funeral directors on the North American Continent—J. B. McIntyre, of St. Catharines, Ont.:

Among the noted men who have attained prominence in the profession of funeral directing and embalming in Canada, as well as in organization work there, is J. B. McIntyre, whose name is familiar to both the older and younger generations in the Province of Ontario, where he has been successfully established in the profession for over half a century.

His father, Thomas McIntyre, was a native of Scotland, who came to Canada in 1831. A cabinet maker by trade, he settled in St. Catharines, Ont., in 1834, so that the name of McIntyre has been prominently before the people of that vicinity for 82 years. J. B.



J. B. McINTYRE, St. Catharines, Ont.
Dean of the Canadian Funeral Directors.

McIntyre, the subject of this article, was born February 4, 1845. He was educated at the public schools, and at the age of fifteen entered his father's furniture and undertaking establishment, with which business he has since been continuously associated. In 1866 the firm name was changed to McIntyre & Son; in 1877 the furniture department was disposed of, J. B. McIntyre becoming the sole owner of the undertaking establishment. Since its establishment his firm has conducted over 14,000 funerals, 9,000 of these being under Mr. McIntyre's supervision.

Besides a keen interest in making his establishment a leader and a model in ethics and methods, Mr. McIntyre finds time to devote himself actively to civic affairs in the community in which he is established. In 1875 he was elected an alderman, in which position he served for ten successive years. In this capacity his services as a public officer were highly appreciated, as was shown by his election to the office of mayor by popular vote—the highest token of esteem that could have been given by his fellow citizens. In this office he served for four years.

Mr. McIntyre is prominently identified with fraternal orders and societies in his community. He is a Past Master of Temple Lodge 296, G. R. C., R. F. A. M., also a Thirty-Second Degree member of the Scottish Rite, and a member of Rameses Temple Mystic Shrine; he is also a Past Grand Master of the I. O. O. F. of the Province of Ontario in 1881-1882. He is now serving his twentieth year as secretary of the General Hospital and is identified with several other public and charitable organizations. Because of his active interest in the uplifting of his profession his attendance at conventions and his general activity in behalf of his calling, Mr. McIntyre is well known both in Canada and in the United States. He was one of the signers of the formal call to meet in Rochester, N.Y., in June, 1882, and he was present at the formation of the National Funeral Directors' Association. He was one of the founders of the Ontario Funeral Directors' Association and the Canadian Embalmers' organization in 1884. He was its first president and was re-elected to that office three terms and was treasurer for 19 years. In 1885 the Ontario Association affiliated with the National Funeral Directors' Association and Mr. McIntyre was its representative for six years, and served as one of the vice-presidents of the National Association for six years. At the conventions of the National Association Mr. McIntyre is always a welcome visitor. Readers of The Embalmers' Monthly will no doubt recall the interesting talk delivered by Mr. McIntyre, at Jamestown, in 1907, where he gave his impressions on funeral management in England, Scotland and France. During a recent visit to England, a number of the funeral directors there entertained him at a banquet. He is a member of the Canadian Club Board of Trade, Hospital Board and Lawn Bowling Club. He has lectured and given demonstrations on embalming in the School of Medicine, Toronto University. Some years ago he was elected as an honorary member of the National Funeral Directors' Association.

The latchstring is always out at his home in Canada where in the past he has welcomed and continues to welcome colleagues and leaders in the fraternity from all over Canada and the United States.

Mr. McIntyre has been married twice, his first wife passing away in 1904; he married his present wife in 1911.

TORONTO'S NEW MAUSOLEUM

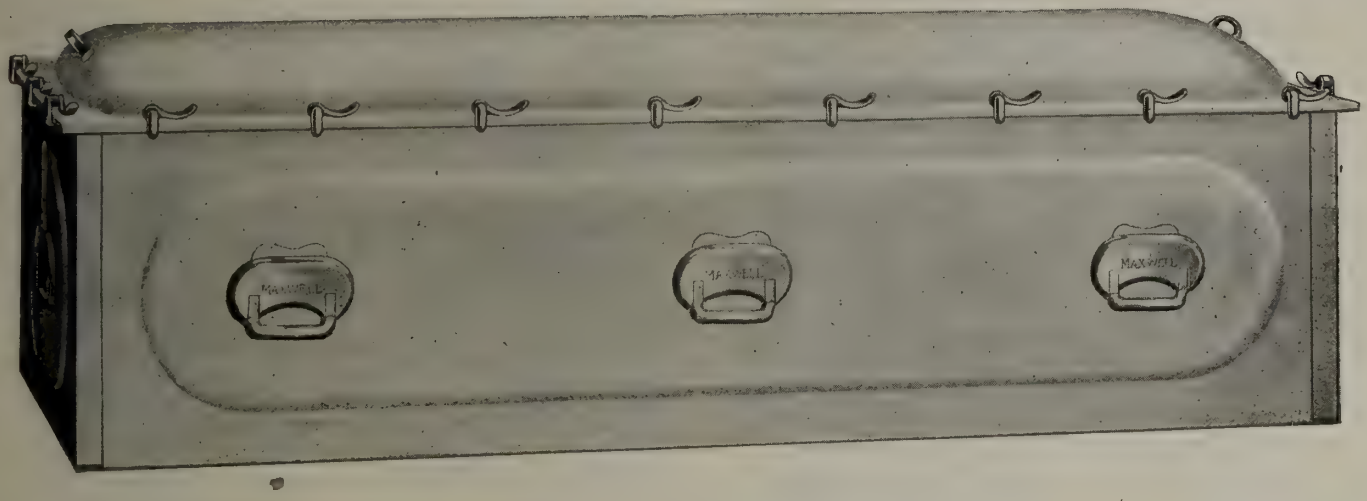
Work is proceeding briskly on the erection of the new mausoleum at Mount Pleasant Cemetery, Toronto, and it is expected to be one of the finest of its kind on this continent. After years of investigation, the Toronto General Burying Ground Trust recognized that there was a growing demand for the mausoleum form of burial, and felt that the present was opportune to make such provision.

The entire exterior of this new mausoleum will be of granite, and the interior of polished marble, the windows of cathedral glass set in metal, and the doors of bronze. There will be provided a large funeral chapel, with walls and pillars of polished marble. The building will be 225 feet in length, 125 in depth and the chapel 26 feet by 54 feet. It is the intention to build a limited number of private rooms within the mausoleum. Frank Darling, architect, is responsible for the plans of the building.

"Mamma, is papa goin' to die an' go to heaven?"

"Why, Willie, what put such an absurd idea into you head?"

Maxwell Sanitary Steel Vaults



Advance in Prices Necessary.

Our Customers are Assured of Superlative Quality and Prompt Delivery.

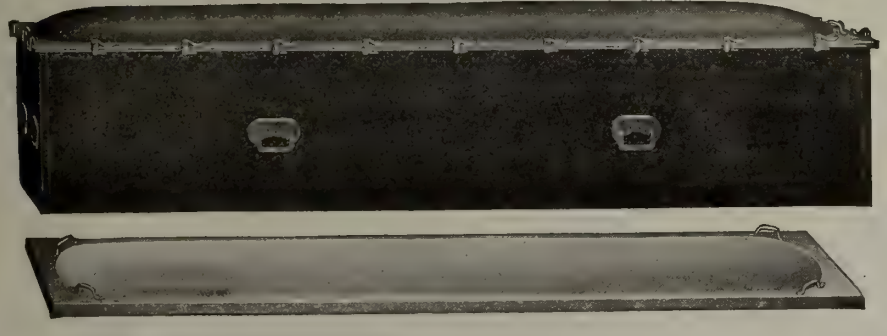
Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned. Design and Construction Unequaled.

Carried in Stock by All Leading Jobbers.

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $30.00; Without Tray $28.00; Tray Alone $5.00

Sold by all leading jobbers. Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

First Membership List of C.E.A.

Below is given a continuation of the list of members of the old Undertakers' Association of Ontario, for 1885:

Hogg, D., Perth.
Herrington, A. F., St. Marys.
Hoyle, W. H., Cannington.
Hault, W., Brooklin.
Humphrey, V. P., Toronto.
Hay & Co., Woodstock.
Holtorf, H., Lindsay.
Howard Bros., Glencoe.
Harvey & Crawford, Brampton.
Howard, W., Alvinston.
Harris, J. W., Dresden.
Hobart, S., Cobourg.
Hess Bros., Listowel.
Horn, A. H., Pembroke.
Hoffman, L., Port Dover.
Haskett, C., Lucan.
Harrison, F. L., Strathroy.
Hicks, J. A., Essex Centre.
Harris, G. H., Caledonia.
Hinton, W., London.
Helstrop, R., Meaford.
Hulse, J. H., Orangeville.
Hepburn, W., Stratford.
Huffman, Wagenest & Co., Waterloo.
Howes, R. K., Wardsville.
Howard & Sons., Hastings.

Ingram, W. H., Toronto.
Irwin Bros., Shelburne.

Johnson, E. J., Whitby.
Jahnke, Mrs. A., Chatham.
Jupp & Robinson, Garafraxa.
Jewell, C. H., Dundalk.
Johnson, A. M., Wendigo.
Jansen, A. J., Stevensville.
Johnson, W. A., Seeley's Bay.
Jones, B. & Son, Milton.
Jarvis, W. H., Smith's Falls.
Judson, R. J. & Son, Farmersville.

Killkenney, T. & Son, Bradford.
Kilgour, Jas., London.
Kinsey, H. E., Beeton.
Kinsey, A., Alliston.
Kay, T. W. & Co., Toronto.
Kidd, Jos. & Son, Dublin.
Katerson, R., Hampton.
Kilgour, W., Morrisburg.
King & Co., Orangeville.
Kemp, D. M., Amherstburg.
Knight, C. W. & Co., Tamworth.
Knechtel, D., Hanover.
Kivell, S. N., Sunderland.

Latshaw, F. A., Dundas.
Luke Bros. & Co., Oshawa.
Long, Mrs. W., Brussels.
Locke, J. C., Ridgetown.
Lambert, J. C., Aylmer.
Little, T., Galt.
Lesley, G. E., Carleton Place.
Lawrence, A., Blyth.
London Furniture Manufacturing Co., Petrolia.
Leighton, J., Barrie.
Leibner, A., Morpeth.
Lord, F. W., North Gower.
Love, W., Rodney.
Lund, R., Feston.
Millard, J. H., Newmarket.
Morse, M., Niagara Falls, South.
Morris, L., Bowmanville.
Morgan, G., Port Colborne.
Murdy, J., Lucan.
Martin, W., Stirling.
Misner & Kendall, Simcoe.
Morrison & Kinney, Trenton.
Minnaker, W. H., Norwood.
Marter, H. H., Gravenhurst.
Mitchell, T. B., Orillia.
Moore, G., Ancaster.
Maybee, M., Madoc.
Morrow & Hensby, Prescott.
Marsh, W. J., Iroquois.
Marsh, G. A., Spencerville.
Moyer, T. W., Campden.
Mowbray & Stanley, Ripley.
Miller & Sons, Ayton.
Morrow, J. R., Midland.
Murat, A., Mildmay.
Mills, J., West Winchester
Muir, J., Port Elgin.
Moodie, R., Ottawa.
Mundle, J. & Co., Elora.
Miller, E., Kincardine.
McCabe, M., Toronto.
McIntyre & Son, St. Catharines.
McIntyre, J., Ingersoll.
McKenzie, W., Gananoque.
McFadden, M., Peterboro.
McDonald, A., Cornwall.
McEwan, T., Brockville.
McCallum, J., West Lorne.
McKeown, W., Fenelon Falls.
McLaren, D., White Lake.

Nott, J., Port Perry.
Nagel, L., Ridgeway.
Nolan, M., Toronto.
Nickle, W. J., Walkerton.
Nagel, J., Cayuga.
Noyle, C. F., Moortown.

Offer, T., Midland.

Pattison, J. W., Brantford.
Pray, R. & Son., Hamilton.
Prower, W. P., Bowmanville.
Pierce, W., Brantford.
Phippen, N., Parkhill.
Pursell & Son, Waterford.
Philip, J., Manilla.
Park & Borrowman, Amherstburg.
Phillips, G. L., Sarnia.
Purdy, H. C., Brighton.
Phelan, J. & Son, Arthur.

Quider, B., Hagersville.
Quigley, J., Pakenham.

Ronan, T., Kingston.
Robertson, M., Seaforth.
Roadhouse, S. & J., Newmarket.
Rosar, F., Toronto.
Reynolds, C., Bethany.
Richmond, W., Petrolia.
Reid, R., Kingston.
Rogers, S. & Son, Ottawa.
Rolston, T. H., Chesley.
Robinson, J. B., Clifford.
Rockel, A., Waterloo.
Robinson, J. A., Newbury.
Reid, D., St. George.
Rolston Bros., Metcalfe.

Stephens, G. J., Cobourg.
Smith, G. G., Barrie.
Strong, Mrs., St. Thomas.
Stone, H. & Sons, Toronto.
Stoddart, W. G., Woodville.
Stafford, B. V., Arnprior.
Sauter, E. A., Welland.
Scott, S. T., Wyoming.
Shedden, D., Woodstock.
Steel, A. F. & Bro., Forest.
Scott, T., Thornton.
Stubbs & Dales, Drayton.
Schultz, W. J. & Son, Dutton.
Scholfield, J. A., Dunnville.
Speight, J. & Son, Acton.
Stephenson, J. T., London.
Sutherland, H., Embro.
Saunders, C., Sarnia.
Smith, J., Glanford.
Stephenson, T., Ailsa Craig.
Sails, J., Little Britain.
Sproul, A., Dungannon.
Sauer & Beard Bros., Plattsville.
Stone, W. H., Toronto.
Simpson & Co., Berlin.
Stoneman, J., Mitchell.
Snyder, J., Selkirk.
Smith, G. O., Jerseyville.
Smith, Wm., Otterville.
Schoenheide, E., Teeterville.
Swarts, J., Princeton.
Smith, B. F., Tamworth.
Turner & Porter, Toronto.
Tovel, N., Guelph.
Travis, D. S., Erin.
Trott, H. T., Collingwood.
Thomson, J., Fergus.
Thomson, J., Chesley.
Trotter, A., Bobcaygeon.
Thompson & Co., Belleville.
Treadgold, M., Brampton.
Taugher, J., Beachburg.
Uxbridge Cabinet and Organ Co., Uxbridge.
Verney, W. J. & Co., Tottenham.
Vivian, C., Woodbridge.
Walker, J., Port Hope.
Wolfe, J., Arnprior.
Williamson, E., Burlington.
Waddell, J., Orono.
Wilson Bros., Owen Sound.
Wilson, J. G., Georgetown.
Wright, A. & Bro., Richmond Hill.
Watson & Malcolm, Kincardine.
White, W., Bracebridge.
Windsor, H., Brigden.
Watt Bros., Meaford.
Wettlaufer, L. & Co., Auburn.
Warning, J. G., Duncanville.
Wigg, W. & Son, Oshawa.
Windsor, J. & Son, Frankford.
Watters, J., Harrow.
Walker, G. E., Norwich.
Walton, J. A., Elmvale.
Young, J., Toronto.
Yoder, J. H., Springfield.

Ziller, G., Oakville.

Assistants

Bolton, C. R., assistant to M. McCabe, Toronto.
Leatherdale, R., assistant to Mrs. W. Long, Brussels.
Millard, A., assistant to J. Young, Toronto.
Wilkes, C. R., J. Young, Toronto.
Walker, T., assistant to J. Walker, Port Hope.

Note and Comment

Death has made big inroads in the membership since those early days. A hurried glance through the list shows that few of the early members are alive now or are now connected with the profession.

The present presiding officer of the C. E. A., Robert Nugent, is entered as member under "Anderson & Nugent, Lindsay." His firm has been a member of the Association ever since its formation, and is one of the few who have retained membership down the years until the present.

ADDED CHARGE ON BOSTON FUNERALS

According to a new schedule of prices established by the Boston Hearse Drivers' Union, undertakers of that city will in future pay drivers 50 cents a flight for assisting in the carrying of caskets. No distinction is made as to the size of the casket, nor as to its weight, nor as to whether it contains the body of an infant or adult.

The new schedule is said to be unique in the undertaking business. Carrying a casket from the first and second floors will cost 50 cents; from the third floor $1; from the fourth floor $1.50 and from the fifth floor $2. Members of the profession in Boston say that this new scale will operate against the hearse drivers, who it is said, will not be asked to do this extra work and in this way will lose many "tips."

SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted **DIOXIN**, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He **KNOWS** that he has the Best Fluid in the world and he will tell you **WHY**.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using **DIOXIN**.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit **DIOXIN** Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out **DIOXIN** as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that **DIOXIN IS** the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before **DIOXIN** will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

A. B. GREER & SON - LONDON, ONTARIO

Manufacturers of Motor and Horse-Drawn Funeral Vehicles.



Combination Hearse and Undertaker's Wagon mounted on extended Ford Chassis Sold to F. C. KILBREATH & SON, SARNIA, ONT.

CORRESPONDENCE

A Witness for the Defence

The editor remaining neutral on the question of fish and snakes, he has been asked to give space to the following—a defence of "Mac," against the insinuations of X. Y. Z., published last month. In the interest of fair play (and because Bert is a bigger fellow than the editor), we are glad to accede to the request.

Dear Editor Furniture World:

In your June number I see a letter written by one who seems unwilling to subscribe his name to a story which he asks us to believe, but seems to be doubtful that we will. I do not know who this writer is, but it sounds much like Clarence. He is the only person whom I know who has a brother named Charlie, and who was brought up in Michigan. If it is Clarence, then why in the name of all that is reasonable does he not sign his name, because that would put an end to any argument on the subject. However, there are some things he says about Jack McLaughlin and his friend which Clarence knows are not right. For instance, when he says that Mac has worms. That is impossible, for worms could not live on Mac, there is not room enough. He also doubts that the fish would leave the water and follow and play with Mac. This is simply ridiculous; there are fish following and playing with Mac nearly every day. He also takes exception to the fact that the fish fell in the pond and was drowned. The statement he makes that this is prevarication, is utter bosh and shows that it is jealousy which prompts this criticism. Certainly, if the fish fell in the pond after following and playing with Mac it would get drowned. The writer goes on to tell the story about the snake on his father's farm just as though some of us would doubt it. Now, I speak as an authority, and will state quite freely, that there is nothing extraordinary in either story. For I know a man in the furniture trade who had a whole circus of snakes and fish, zebras, elephants, rhinoceros, and many other sort of animals with which to play, and every time he had them it would take 10 men to hold him. Of course we will not hear of so many of these extraordinary happenings now, except after the return of the travellers from the east. Because that is about the only place now that fish and snakes can be tamed into the condition necessary to be played with.

I am sure, dear Editor, that there will be others who will take up poor Mac's defence as I have done, and I sincerely hope that you will see the justice of my stand, and will publish this letter so that others may be informed that it is most probable that everything happened just as Mac says that it did.

Yours truly,

BERT MENZIE.

* * *

Another Contribution

Mr. Editor—After reading the snake story by the gentleman with the alphabetical signature, all I can say is that when the story was written, X. Y. Z. was suffering from a severe attack of snakeitis, in other words D. T.'s, from drinking too much Embalmers' Fluid, in an attempt to brighten up.—Mac.

REASONABLE CHARGE FOR SERVICE

A small town undertaker was called on the phone and asked what he would charge to embalm a body for shipment. His reply was $35.00.

The enquirer said that was too much, that another embalmer charged only $25.00. His reply to this was. "If you want a $25.00 job done I can do it, but if you want the body thoroughly embalmed for shipping, so it will arrive at its point of destination in perfect condition it requires more work and more materials, and my services are worth what I ask. You pay only for the degree of services rendered." He was awarded the case.

In another case the mortician was asked his charge for embalming a body, this one for local burial. His reply being $25.00, he was told that a competitor charged only $15.00.

The response to this was, "I can do the same kind of work that he does for that price. If you want the best you must pay for it, in embalming as in other matters."

He took the case at the lower rate with that understanding, but rendered the best service at his command.

By doing this, the relatives were satisfied that they got full value for their money because the case looked fine and it was done at a price they were willing to pay. Further than this, he had given them a lasting impression to be passed on to their friends, that he could render a much greater service, could perform a much better operation, and compared with this case at his low priced service, it must be a wonder and he a genius.

The question of the amount of your charge is more one of convincing customers that your services are worth just what you ask for them and then render a little better service than they think they are paying for.

By reducing the price to meet competition without impressing this thought you are likely to be responsible for opinions arising that you are no better as a professional man than your competitor, that your original price was robbery, and that you can be talked into cutting prices on everything.

There are many cases of people who cannot afford to pay the regular charge for this service. If you make a lower price it is better to give the impression that it is for a less expensive service, just as there are cheaper grades in other commodities. Then if you render the best service you will reap beneficial results from the advertising it gives you.

We would not presume so much as to specify the amount which you should charge for any case. You are the better judge of the value of any service you may render. We do believe that you are entitled to adequate compensation for such service, and that, in so far as possible, the charge should be listed as such and not tacked onto the casket or any other item of the account.

Tradition and custom of a community may compel your acquiescence to forms of which you do not approve, but if you use diplomacy, you can mold these customs into the path which you know to be the better way.

As a member of the profession, as a leader in your community, this is a part of your obligation.

Undertakers Shipping Directory

ONTARIO

Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont.—
Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Hamilton—
Blachford & Sons,
57 King Street West.
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Huntsville—
Hilliar, Joseph.

Ingersoll—
McIntyres.
F. W. Keeler and R. A. Skinner, props.

Kemptville—
McCaughey, Geo. A.

Kingston—
Corbett, S. S.
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.

Orillia—
W. A. Strachan,
Successor to
H. A. Bingham.
Phone 453.
D. Clark. Tel. 159.
Mundell, J. A. Phone 126.
150 Mississaga St.

Oshawa—
Disney Bros.
Luke Burial Co.

Port Perry—
Disney, R. S.

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
William, P. R., & Sons, 519 Talbot St.

Stirling—
Ralph, Jas. Phone 102.

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Down & Fleming,
94 Ontario St.

Toronto—
Cobbledick, N. B., 2068 Queen St. East and 1508 Danforth Ave. Private Ambulance.
J. A. Humphrey & Son,
463 Church St.
Washington, Fleury Burial Co., 685 Queen St. E.
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Thedford—
Woodhall, J. B.

Wallaceburg—
Cousins, Burlington & Saint.

Welland—
Patterson & Dart
Sutherland, G. W.

Woodstock—
Mack, Paul.

Whitby—
Nicholson & Seldon.

QUEBEC

Montreal—
Tees & Co., 912 St. Catherine St. West.

NEW BRUNSWICK

Moncton—
Tuttle Bros., 164 Lutz St.

St. John—
Fitzpatrick Bros.
100 Waterloo St.

MANITOBA

Brandon—
Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
Clark-Leatherdale Co. Ltd.
232 Kennedy St.
Thompson Co., J., 501 Main

SASKATCHEWAN

Moose Jaw—
Broadfoot Bros.

Saskatoon—
Young, A. E.

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CARANAC

EMBALMING FLUID

OFFICE
PHONE COLLEGE 270

RESIDENCE
PHONE COLLEGE 289

HARRY ELLIS

FUNERAL DIRECTOR

BRANCH: 244 DANFORTH AVE.

331 COLLEGE ST.
TORONTO

The CaranaC Laboratory,
Peterborough, Ont.

Gentlemen:

I am very pleased to be able to say that the fluid which we received from you has indeed been very satisfactory, and has given us the very best of results. We can highly recommend this Fluid to any member of our profession, and are pleased to have you duplicate our last order.

Yours respectfully,

HE/GS. H. ELLIS

The Caranac Laboratory

Peterborough, Ont., Canada

The Original Patented Concentrated Fluid

Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

Ask others for their Formula

Special Canadian Agents

National Casket Co.
Toronto, Ont.

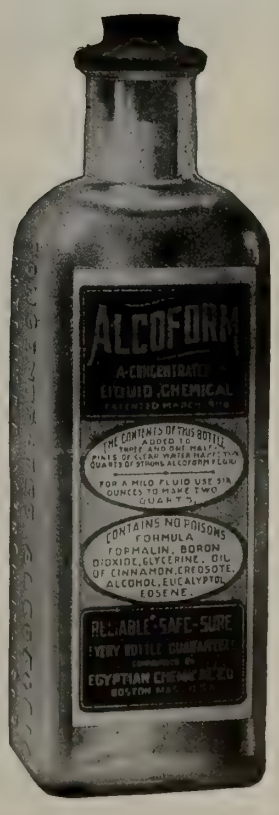
GLOBE CASKET CO.
London, Ont.

SEMMENS & EVEL CASKET CO.
Hamilton, Ont.

GIRARD & GODIN
Three Rivers, Que.

JAS. S. ELLIOTT & SON
Prescott, Ont.

CHRISTIE BROS.
Amherst, N.S.



Larger Bottles filled up with water

Egyptian Chemical Co. Boston, U.S.A

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For Sale / Wanted

TERMS OF INSERTION

50 cents per insertion up to twenty-five words. Each additional word two cents, If Box is required 5 cents extra to cover postage, etc. Cash must accompany each order —no accounts booked.

UNDERWOOD TYPEWRITERS—Thoroughly rebuilt, look like new, wear like new. Guaranteed five years. Less than one-half manufacturers prices. Free inspection, and sold for cash or payments. Send for proposition and protect yourself with copies of letters and orders written. Address, Arthur O. Secord Co., Limited, Dept. 6, Brantford, Ontario.

FOR SALE—Old established furniture and undertaking business in Eastern Ontario. Large country trade, in excellent locality. Poor health reason for selling; will give assistance if necessary, first year. Apply Box 36, Canadian Furniture World. -j

FOR SALE—Furniture and Undertaking establishment in Western Ontario. Large country trade, and everything up-to-date. Apply to Box 35 Canadian Furniture World. j-a

FOR SALE—An old-established furniture business. Apply M. E. Tangney, Lindsay, Ont. -j

FOR SALE—Casket wagon, single deck, rubber tires, Timkin axle, in best of shape, will sell cheap for quick sale. M. R. Nash, undertaker, 1153 St. Clair Ave., Toronto. -j

Canadian School of Embalming
Instruction in Practical Embalming and Funeral Directing
PREPARATION FOR EXAMINATIONS
New Address
R. U. STONE, Principal — 525 Sherbourne St., Toronto

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited
Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application

Send your WANT ADS to the Canadian Furniture World

Champion Fluid

16 oz.

100% Pure Chemicals



Richest and Purest compound that will remain in solution, consequently the most economical to use. *It's Worth the Price.*

Made in Canada
from Canadian Chemicals



CHAMPION REPUTATION

gained by many years of fair dealing and honest goods is in each bottle of **Champion Fluid.** ¶ Nothing but the best and purest ingredients are used, which, combined with our many years of experience, makes **Champion** most dependable.

Champion Fluid, Baker, Champion and Boyd Steel Vaults, Morgue Furniture, Church Trucks, Cooling Boards and Couches, Embalming Instruments, Grips, Cosmetics, Hardening Compound, Disinfectants, Demi Surgery.

LARGEST, BEST AND MOST COMPLETE LINE IN THE WORLD

The Champion Chemical Co., Springfield, O.

DR. G. W. FERGUSON, Canadian Manager

50 Leuty Ave., Kew Beach

TORONTO



"Electro-Weld" Steel Bedstead, No. 3610

¶ This is only one of the large number of new "electro-weld" steel bed designs shown in our new catalogue recently sent to the trade.

¶ Space does not permit us to go at length into details regarding this epoch-making advance (patents on which are pending) in steel bed construction that does away, at once, with nuts, bolts, rivets; hence, with all possibility of rattling or becoming loose.

¶ In appearance, finish and durability these new "electro-weld" beds are unique, and will, in the near, future, sweep the market. We refer you to our catalogue for further details.

¶ **If you have not received your copy, write for it to-day.**

The Parkhill Manufacturing Co., Limited

Successors to the Alaska Feather & Down Co., Limited

Makers of Bedsteads and Bedding

MONTREAL

"Alaska on an article means high-grade every particle"

Vol. 7 No. 8 AUGUST, 1917

Canadian FURNITURE WORLD AND THE UNDERTAKER

Published by the Commercial Press, Limited, 32 Colborne Street, Toronto

PREPARE NOW

Everything points to a bigger volume of business than ever, next Fall.

One of the most important departments of your business can be made tremendously attractive by the addition of a representative assortment of Stratford Chairs. They are cleverly-designed, finely-made, and moderately-priced. Anticipate your wants without delay.



Stratford Chair Company, Limited

Stratford Ontario

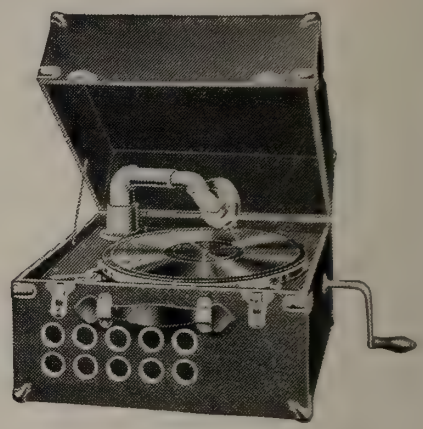
The Portophone

A Portable Phonograph

Just the thing for Summer Cottages, Picnic Parties, Automobile Parties, Boating Parties, and House Use.

Splendid Tone—Plays any disc Records, and is sold at a low price.

For prices and particulars write



The Portophone

The May Manufacturing Co.

ELORA, ONTARIO

Tennessee Cedar Chests

Absolutely mothproof Made in three popular sizes. Best copper trimmings used throughout.



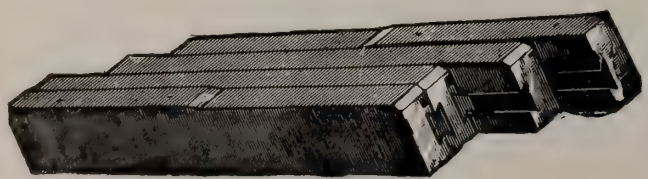
Mahogany Finished, Made in Three Sizes.

Every Woman Wants One

Their handsome appearance and great utility make them favorites with all. The price will enable you to make a good profit.

D. L. SHAFER & COMPANY, ST. THOMAS, ONTARIO

THE WABASH SLIDE



MADE BY

B. WALTER & CO., WABASH, IND.

The Largest EXCLUSIVE TABLE SLIDE Manufacturers in America.

SLIDE making a SPECIALTY BUSINESS

Because of our SPECIAL EQUIPMENT we can make SLIDES BETTER and CHEAPER than the furniture manufacturer who makes a dozen articles.

Many of THE BEST CANADIAN TABLE MAKERS are using WABASH SLIDES.

WHY ? Because we make a better slide at a lower cost.

DEALERS—INSIST on WABASH SLIDES

MADE IN **STRATFORD** CANADA

DIRECTORY OF MANUFACTURERS

Geo. McLagan Furniture Co.
Limited
Medium and High Grade Dining Room, Parlor, Hall and Library Furniture.

Farquharson-Gifford Co., Ltd.
Specialists in Revolving Seat Davenport Beds, Living Room Furniture and Divanettes

Stratford Chair Co., Limited
Diners, Rockers, Bedroom Chairs, Office, Den and Library Chairs, Children's Chairs.
Buffets and Extension Tables.
Dressers and Stands, Chiffoniers.

The Kindel Bed Co. Limited
Davenport Beds.
Living Room Furniture.

Globe-Wernicke Co., Limited
Globe-Wernicke Sectional Bookcases.
Globe-Wernicke Filing Cabinets, Filing Cabinet Supplies, Stationers' Goods.

Imperial Rattan Co., Limited
Upholstered Reed and Willow Furniture of every description. Upholstered Living Room Furniture and Chesterfields, "Old Hickory" Rustic and Garden Furniture.

Classic Furniture Limited.
High Grade Bedroom Furniture in Mahogany, American Walnut and Quartered Oak.

Stratford Manufacturing Co.
Limited
Kitchen Cabinets, Bake Boards, Ironing Boards, Clothes Racks, Step Ladders, Lawn Swings, Park and Verandah Seats, Camp Furniture, Assembly Room Seats, Canvas Cots and Chairs, Folding Chairs and Tables

Stratford Bed Co., Limited
Brass Beds and Costumiers.
Brass Fire Place Rails.

Stratford Desk, Limited
Office Furniture.

Preparations For Fall

THE retail furniture trade of Canada may confidently look forward to a large business this Fall.

Let us tell you that Stratford furniture was never before made in more pleasing, satisfying designs than now.

You know the home to-day—the home that you furnish—demands snappy, clean-cut, well-made and properly-designed furniture.

Anticipate your requirements for Fall trade and order early.

Stratford Furniture Manufacturers

MADE IN STRATFORD CANADA



Real Outdoor Furniture

YOU will surely want to handle the best and most profitable line of outdoor furniture this Spring—that is

"Old Hickory"

The only logical outdoor furniture

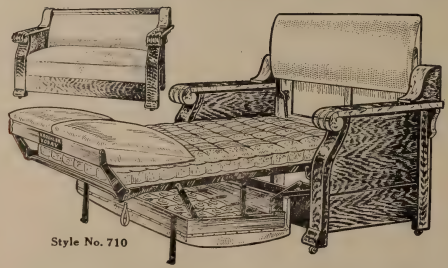
For spacious lawns and grounds nothing is more substantial and beautiful than a well planned "Old Hickory" setting.

Prompt shipments now. New 50-page catalog on request.

Imperial Rattan Co.
Stratford Limited Ontario

We Will Welcome You at Toronto Fair

The wonderful and distinct features of **"Kroehler Bed Davenports"** insure you a good margin. It pays to tie up with **The Kodav and Daveno**



Style No. 710

Invite your customers to call around at the **Kindel** Booth. We will gladly show them many features of the **Kroehler Bed Davenports Kodav and Daveno**

We want you to look us up at the Fair. Make our booth your Headquarters. Newest designs to be displayed here for Fall. Come and make yourself known.

The Kindel Bed Company, Limited

STRATFORD, ONT.

MADE IN STRATFORD CANADA

"THE McLAGAN LINE"



Your customer wants style.

You want profit.

We give you both.





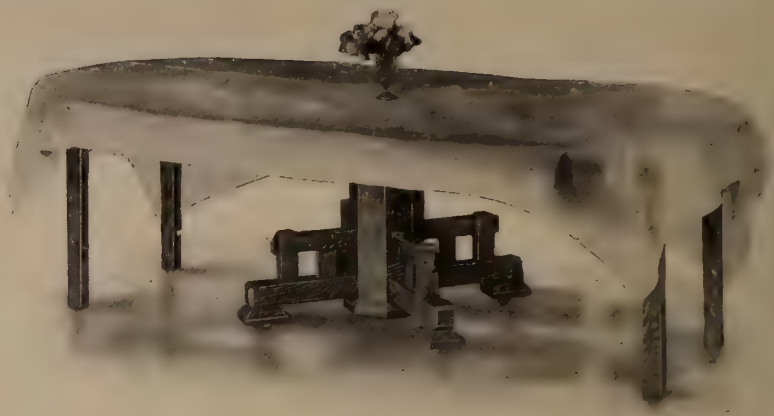
No. 250 Bedroom Suite, William and Mary design, made in American Black Walnut.

Every piece of furniture made by McLagan is original and classy, and a bang-up good seller.

THE GEORGE McLAGAN FURNITURE COMPANY, LIMITED

STRATFORD, ONTARIO

Compare this DROPLEG with the "Twin" below



"TWIN"

Pedestal Extension Tables have a more attractive appearance than any other extension table on the market whether closed or extended. Why detract from the original beauty of the table by adding unsightly drop legs when you can show a table on your floor that is just as attractive when extended as closed.

A customer may just as well buy a five leg table in the first place as a dropleg table. If the pedestal table is desired, then purchase a pedestal table, and get the best—"Twins."

There are no snaps or catches in the TWIN PEDESTAL TABLE, or loose parts that have to be fastened up when either extending or contracting the table.



If you have not yet received a copy of our new catalogue one will be mailed on request

Chesley Furniture Co.

Limited

CHESLEY, ONTARIO

WINDSOR CHAIRS OF NEW DESIGN

This popular style of chair has appealed to the buying public for many years, and is still one of the best sellers. Our new designs in this line can be supplied in painted, mahogany or enamel finishes, and they are fully up to our standard of quality.



WRITE US FOR PRICES



Remember

our Permanent Wholesale Showrooms at

136-140 King St. East, Toronto

are open all the year around and afford the dealer with a prospective customer every opportunity to make a sale.

When in Toronto make our Showrooms your headquarters.

FACTORIES :
WOODSTOCK
KITCHENER
WATERLOO
SEAFORTH

CANADA FURNITURE MANUFACTURERS LIMITED

GENERAL OFFICES : WOODSTOCK, ONT.

WHOLESALE SHOWROOMS : TORONTO WINNIPEG

FACTORIES :
WINGHAM
WALKERTON
WIARTON

New Rocker

Made in quartered cut oak, fumed or golden finish, or birch mahogany finish; with automobile spring cushion.

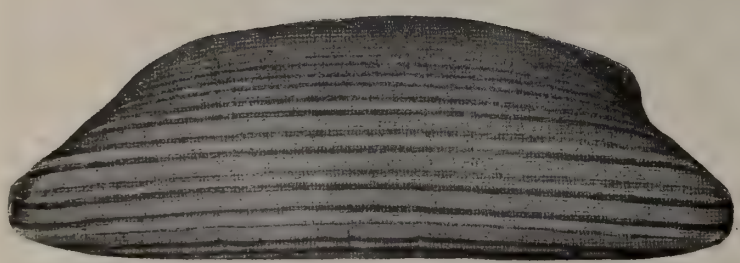
Here's one of our many new styles, built on the same basis of practical detail. Distinctive in design and rigid in construction they have made all our goods popular with the trade.



No. 2026

The North American Bent Chair Co., Limited

Owen Sound, Ontario



Above is shown a Mattress prepared for tufting and finishing. It is shown as 36 inches thick through the middle, and when it is compressed to 6 inches, as when finished, some idea can be had of its elasticity.



THE

KAPOK MATTRESS

The "Kapok" mattress has become very popular and fast-selling, owing to it being of high quality and moderate in price.

"KAPOK," otherwise known as the Queen of Bedding Material, is positively the lightest, softest and most durable and comfortable mattress known to the bedding industry.

Order a sample mattress to-day or write for booklet.

THE CANADIAN FEATHER AND MATTRESS COMPANY, LIMITED

TORONTO, ONTARIO



The

"Princess"
SULKYETTE

Where both appearance and comfort of the child are considered, this Run-About Sulkyette is much desired. It is made with easy reclining dash and back which can be adjusted.

WRITE FOR PRICES NOW

"Fit for the Child of a King"

LLOYD Manufacturing Company

Kitchener, Ont.

OUR representatives are now showing this line for the season of Nineteen Seventeen and Eighteen.

It will undoubtedly be to your advantage to inspect it before placing orders.

Write us to make sure your name is on our list.

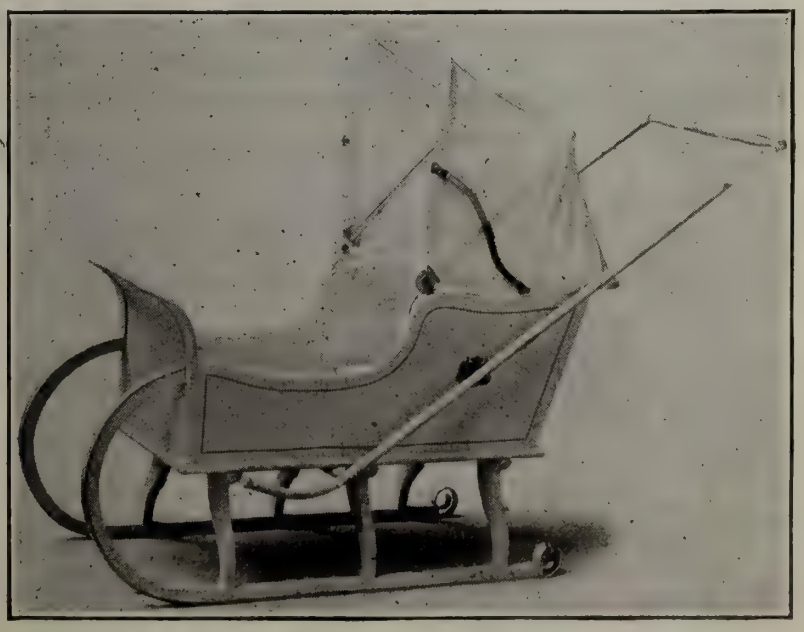
Ontario Woodworking Co., Ltd.

KITCHENER, ONT.

F. C. BRANDT - - Sales Manager

H. BELLINGER - - EASTERN PROVINCES
WM. BUCHANAN - - - - ONTARIO
D. W. ALBRIGHT - - - - - QUEBEC
B. J. WALKER - - WESTERN PROVINCES

Baby Cutters
FOR
SEASON 1917-1918



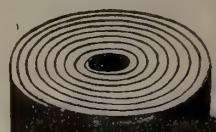
Consider Carefully

TORONTO FURNITURE CO. TORONTO, CAN — FTC — SHOP MARK

For Fall Showing

Toronto Furniture Co., Limited

Showrooms and Factory :
TORONTO CANADA



CRAFTSMAN QUALITY

DU PONT FABRIKOID
REG. U. S. PAT. OFF.

SELLS FURNITURE

It is the one pledge of quality that every buyer recognizes. He knows the whole piece is perfect if the upholstery is

Craftsman Quality Fabrikoid

If you want this endorsement for your furniture use CRAFTSMAN QUALITY FABRIKOID *and say so.* Attach a Craftsman Quality Tag to every piece you ship out and link up with the largest and most productive advertising campaign ever undertaken for an upholstery fabric.

You will find satisfaction, profit and prestige in offering a product to the trade with

CRAFTSMAN QUALITY—QUALITY TAGS

Du Pont Fabrikoid Co.
Wilmington, Del.

FACTORIES: Newburgh, N.Y.
Fairfield, Conn. Elizabeth, N. J.
Toronto, Ont.





Burnished ROMAN GOLD ANTIQUE FRAMES on our OILETTES and CONVEX MEDALLIONS

are the *Seller Line* of this season, *if the price is right,* and, *ours is.*

THE BIG CANADIAN MOULDING HOUSE

MATTHEWS BROS., LIMITED

788 DUNDAS STREET TORONTO, CANADA



Meanwhile if you need any help let us know. As for orders—well, the S.R.O. sign is out and it would help us both if we had yours early.

THOSE GARDEN PARTIES WILL NEED TABLES

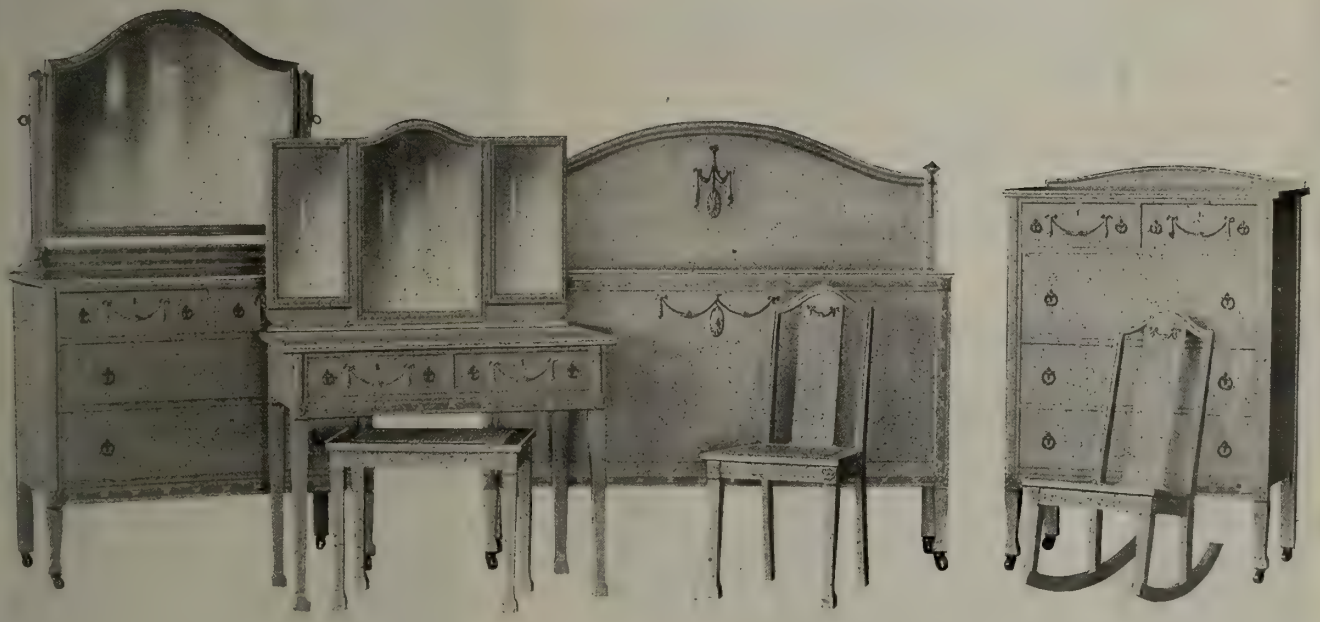
Why not get in line for their orders? Suggest "Peerless" or "Elite" Folding Tables which can be used year after year, and in storing take up little or no room. Picnickers and summer campers are also good prospects. Read the "local news," keep posted on what's going on and then at the right moment let the right people know that you carry a full line of the

ELITE FOLDING TABLE

Dept. W

Hourd & Co., Limited *Sole Licensees and Manufacturers* LONDON Ontario

HERE IS ANOTHER KNECHTEL PERIOD PATTERN IN OLD IVORY



For first-class enamel finish and really good looking, saleable designs we yield precedence to no manufacturer of cheap and medium-grade goods. We use only the best grades of enamel and plenty of it; our spraying machines and kilns are manned by experts, and the lumber which we use in enamelled goods is thoroughly air-dried for at least a year before being used. With these and many other precautions we are safeguarding our reputation for good enamel finish, besides which we are in a position to give you better and quicker service than ever upon receipt of your order.

THE KNECHTEL FURNITURE CO. LIMITED

HANOVER ONTARIO

New Creations in medium priced Bedroom Furniture are the features of the Meaford Line this season.

These are suggestions of three suites with real sales value surrounding each.

More orders than any previous season is the true worth of appreciation shown us by the trade.

We thank you and hope to keep ever prominent in your mind's eye as originaters of worth-while Furniture.





The Meaford Line

Don't overlook our Dining-Room, Library, and Hall Furniture also the complete line of Wardrobes, Music, and Medicine Cabinets we show



THE MEAFORD MFG. COMPANY, Limited

MEAFORD, ONTARIO.

THOSE who delay ordering goods for the coming season until the usual time will not have very much to offer their customers.—*"Picture and Art Trade."*

The above item is from an American Trade Journal and applies to Canadian Trade as well.—Get your orders in early for holiday trade.

Mouldings, Frames, Framed Pictures, Trays, Mirrors.

Still selling *Circassian Walnut Veneer* Moulding in all regular patterns

PHILLIPS MANUFACTURING CO., LIMITED

258 to 326 CARLAW AVE., TORONTO, ONTARIO

At all times it is essential for the salesman to know his goods, but when times are a little quiet it is doubly so, and anyone desirous of making a success as a salesman must first equip himself with a thorough knowledge of the line he is trying to sell.

Here is the book which you need to give you accurate, concise, and complete furniture information.

THE PRACTICAL BOOK OF PERIOD FURNITURE

By

Harold Donaldson Eberlein

and

Abbot McClure

With 250 illustrations that illustrate RIGHT FURNITURE

A special feature is an illustrative chronological key for the identification of Period Furniture. Octavo. Handsome decorated cloth, in a box—$6.00 net, postage extra.

This book will be welcomed by all those who wish to buy Right Furniture (Antique or Reproduced) for the Household, by all dealers in the same, and by all makers of Correct Reproductions. Whether you are a Salesman, Manufacturer, Dealer, Designer, or Connoisseur, you should buy this Handsome Practical Volume.

PRICE $6.10, Postage Paid

CANADIAN FURNITURE WORLD

and THE UNDERTAKER

32 COLBORNE ST., TORONTO

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited

Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application

Send your WANT ADS to the Canadian Furniture World

Sell Juvenile Furniture

THE furniture dealer never had a better chance to enlarge and increase his trade than now. This toy furniture will especially appeal to children, who will get their parents to go into your store with them to look at the toys, and very often these visits will develop on a furniture sale.

Besides, this toy furniture is Made in Canada, by a strictly Canadian firm. It is better made than any similar line ever imported into the Dominion.



Order now and be assured of prompt delivery

The Victoriaville Furniture Company

VICTORIAVILLE - QUEBEC

The Gold Medal Line

GET READY FOR FALL BUSINESS

The growing demand for heavy upholstered living room furniture must not be overlooked by the dealers. If you expect to get a share of the big business in these lines, stock up with a few choice pieces from our splendid range. The values will surprise you. We have the best collection of Tapestries in Canada.



No. 778
Luxury, Service and Economy combined.



Manufactured by

The Gold Medal Furniture Mfg. Co., Limited

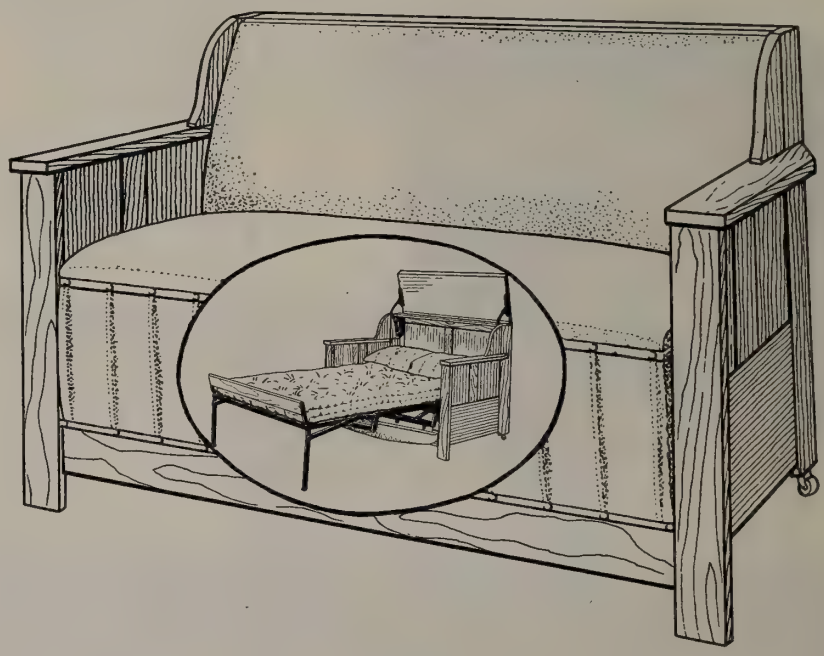
Factories: TORONTO, MONTREAL, WINNIPEG and UXBRIDGE.

Triangular Divanettes

Triangular Construction Means Strength

This new Triangular Divanette will revolutionize the bed business. For perfect construction and genuine comfort it takes the lead of all other beds on the market. The triangular construction makes the framework absolutely firm in operation and is guaranteed against any future wear.

Note the Triangular Construction of this Divanette



May we send a sample bed?

Write for prices and complete information

No. 90

We want every furniture dealer that visits the Canadian National Exhibition, Toronto, to call at our booth No. 105 in the Industrial Building, and see our complete line of Divanettes. Dealers will be surprised at the prices and pleased with the operation of our New Triangular Divanette

And another absolutely new surprise which will be on exhibit

Sanitary Bedding Company Limited

TORONTO, CANADA

Manufacturers of the celebrated "Peerless" Divanette

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

D. O. McKINNON
GENERAL MANAGER

JAMES O'HAGAN
EDITOR

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

Making the Most of August Furniture Trade

Now is the time to clear the decks of backward lines —Arouse public interest in better home furnishings.

DEMAND for furniture is sometimes inclined to lag during the month of August and some special efforts are frequently necessary to stimulate business at this time. A little aggressiveness in all branches of merchandising will frequently turn what would otherwise be a quiet month into a period of considerable sales activity.

August Furniture Sales

Most stores at this season of the year find a certain volume of slow-moving goods on hand that it is desirable should be moved, and accordingly the August Furniture Sale has developed, in which goods are featured at reduced prices through the advertising columns of the newspapers as well as the windows in an appeal to the buyer who is economically inclined and who is willing to take his goods at this time instead of later on.

Use the Window

There's nothing like a good window display with attractive placards to get some lines to moving, and if there is a suite or two that you wish to make a sale on, try the window display method at this time. Often a buyer who cares but little about the latest style, but who is interested in saving some money, finds just what he is looking for in this kind of window display.

Even the biggest stores use this method, and in a stroll through the principal business thoroughfares one notices some handsome pieces, perhaps not just up to the minute in style, but excellent values, just the same, at the prices marked.

If you use the local newspapers, an advertisement featuring your midsummer offerings will certainly attract attention and produce some good business, if well written. With the fall season coming on, it is better to get the money for backward lines and get them off the floor instead of crowding them in with the new goods.

Arousing Interest in Better Furnishings

The present is also an excellent time to take up a campaign to interest customers in better home furnishings. If a strong appeal along this line is made it may result in working off many lines at better prices than if an effort were made to effect sales on the bargain clearance idea.

We reproduce herewith an advertisement along this line used recently by Wright's Limited, of Sydney, N. S., that will offer some suggestions to other dealers for an advertisement of a similar nature. The aim of the ad. is to stimulate interest in furnishings by an appeal to the desire for a comfortable and good appearing home that is present to a greater or less extent in every person, but which frequently needs stimulating. The introduction to this particular ad. is good, and the individual treatment of a number of lines with extensive use of illustrations is such as should arouse interest in the lines featured.

Furniture dealers should make a supreme effort at this time to clear the decks of summer furniture, the selling season of which will soon be over. It is often possible to clear out backward lines quite late in the season by a little special selling effort. Now is the time to act. Make the month of August a record month for summer furniture sales.



Ad. of Sydney, N.S., firm, aimed to stimulate sales by arousing interest in better homes and home furnishings.

Practical Suggestions for the Furniture Retailer

Ideas and plans that can be used by the furniture dealer to promote trade.

HAVE A SUNDRIES COUNTER

In most furniture stores there is no such thing as a modern show case where smaller articles may be sold. If a customer wants a bottle of furniture polish, it may be in the window or it may be in the workshop upstairs or at the rear of the store. It is the same with other items that are not kept so much for sale as for



Suggestion for interior display of summer furniture.

use. There is no reason why the numerous odd items that people call for at a furniture store should not be merchandised in such a way as to bring in a revenue worth while and give the public better service. People want upholstery tacks, castors, sliding shoes, polish, drawer pulls, door knobs, and so on. These things that are breakable parts of furniture can be replaced by the owner and he wants to do it, but he has to hunt all over town to find what he wants. Any furniture dealer who will put in a modern show case and keep an assortment of such things there in order and in salable shape can just as well have all of this business, because there is no competition. Keep what people want and need to repair their own furniture and encourage them to do it instead of letting the furniture go to pieces. Advertise that you will be glad to suggest remedies for soiled or stained finishes, or ways of fixing breaks. Of course the jobs that are worth while will be brought to the shop for repairs anyway, and if you are the dealer who seems anxious to help people in this way, you will be the dealer to get their repair jobs. This will develop for you a business that corresponds very well to the business in shoe findings, which has grown to such proportions in the shoe stores.

WHY NOT A CIRCULATING LIBRARY FOR CUSTOMERS?

A dealer with whom The Furniture World talked recently, made the suggestion that a retailer might make up a store library out of the books which he himself possesses, and allow customers to read them.

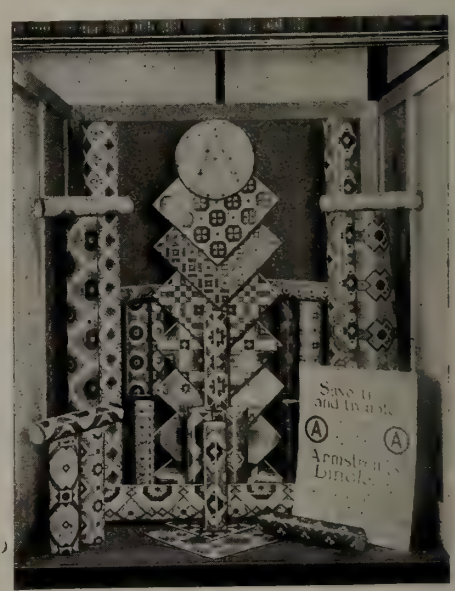
"I have never tried the scheme," he said, "but the other night when I was looking over my books, the idea suggested itself to me. Of course, I have some standard works that I would not want to loan to customers, but I have an awful lot of fiction that I have read and have not a great deal of further use for.

"I think that it would prove the means of bringing many customers to the store, especially in a small town where there is no public library or in a place where the public library is not large. It would take some work to record the names of those borrowing the books and seeing that they were returned, but if it brought customers in it would make up for the extra work."

The idea is certainly worth considering by those dealers who have many books of fiction that they have already read and have little further use for. If such a plan was inaugurated it would do well to advertise it quite extensively so as to attract as many new customers as possible, by it.

TIME TO INVESTIGATE CUSTOMER'S CREDIT

The time to investigate a customer's credit standing is before the goods are delivered. It would be foolish to even mention this—for every dealer knows it—if it were not for the fact that this timely precaution is so readily overlooked. Just now when business is active and money plentiful there is a tendency to be lulled into insecurity by the pleasing sound of big figures.



Display showing good use that can be made of even small window for display of floor coverings. Cut through courtesy of Armstrong Cork Co., of Lancaster, Pa.

There may be times and conditions when a dealer may be pardoned for taking certain credit chances in order to do the desired volume of business, which, while not actually dangerous, could not be considered first-class credit sales. But those times and conditions are not now. With the demand so greatly in excess of the supply it is neither wise nor necessary to extend credit where there is a doubt.

There is one quality that produces immediate results in the way of increased sales and that quality is good salesmanship.



Window displays arranged by Macpherson & Bedford, of Brandon, Man., in connection with the "Annual Opening Evening," this year. Note the attractiveness of the room arrangements.

Annual Opening Evening Proves Splendid Feature

For Macpherson & Bedford, of Brandon, Man.—They state it has been found one of the best advertising features in their experience.

AN excellent method of inducing customers to come to the store and inspect the furnishings that they have on display is used by Macpherson & Bedford, home furnishers, of 716 Rosser Ave., Brandon, Man. It is what they call their "annual opening" evening, and has been made use of on two occasions with excellent results. The idea is to merely conduct an exhibit of their goods on the occasion and the fact is impressed upon customers that they are under no obligation to buy whatever—that the management will be glad to merely have them visit the store and inspect the stock.

Origin of the "Opening Evening"

The origin of the "annual opening evening" idea was explained to THE CANADIAN FURNITURE WORLD by Mr. H. B. Bedford, a member of the firm. "In January, of 1916," he said, "our stock was practically destroyed by fire, and after the building was remodelled and our stock replenished, we announced an opening evening, acquainting the public through the medium of neat invitations sent out through the mail and by newspaper advertising. A night other than Saturday night was chosen so that visitors would feel under no obligation whatever to purchase. An orchestra was engaged and the store thrown open between the hours of eight and ten.

Many Sales Result from the Plan

"We were very well pleased with the result," states Mr. Bedford, "and during the ten or twelve months following, our attention was drawn repeatedly to sales that were made as a result of that one evening.

"We repeated the same idea on the first of June this year and were well pleased with the result in spite of unfavorable weather. In fact, we have found this one of the best advertising features in connection with our experience as a furniture store."

The experience of Macpherson & Bedford has shown in a most convincing way that the average householder likes to inspect new house furnishings, and the retailer who affords the opportunity for the public to do this, will in a good many cases make the sales when the proper time comes.

Windows and Interior Given Special Attention

Naturally, Macpherson & Bedford not only advertise this opening quite extensively, but they put forth their best efforts to show the goods on display to the best advantage, so that customers will be appealed to in a manner to create sales. On this page we reproduce the window displays which they showed at their annual opening this year. It will be noted that the furnished room idea has been used in both windows, so as to show the goods up in surroundings just as natural as possible.

The annual opening idea is one that many other furniture dealers could use to advantage—as a means of getting customers interested in house furnishings. It needs to be quite extensively advertised, and the sending out of invitations by mail to customers is a good plan as it gives that personal touch that appeals so strongly to so many people. The idea of having an orchestra on hand for the occasion is a good one, while there is little need of emphasizing the fact that the store interior and windows should be put in just as attractive condition as possible.

CHANGE THINGS AROUND

If you keep the same lines in the same place throughout your store year in and year out you may be sure people who come in will not be nearly so apt to notice the arrival of new goods as if you made frequent rearrangement of the goods. And if you do rearrange them often, people will think you have new goods when you have merely changed the location of the old stock. We all like to see something different when we go into a store. We all know of instances where we have gone into some other store and thought they had added a new line, when, as a matter of fact, they had simply brought that line out into a more conspicuous place.—Furniture Journal.

What to Expect from Advertising

THERE is one lesson in advertising that a great many dealers have not yet learned, and they will never belong to the class of successful merchants until they have learned it, and learned it well. That lesson is patience. These dealers belong to a nervous class, to a high-tension class, and are mostly the product of the intensely high-geared city life, where everything must move quickly or be lost in the shuffle. But this high-geared life is a ruinous one, and every one in it must pay the price, either in producing inferior work or in wearing out his life thirty or forty years before its allotted time, or both.

(Write Your Own Headline)

You can come into our store and look around by yourself if you want to. You can come a dozen times if you like, without incurring any obligations to purchase and without being made to feel that you have incurred such an obligation. We don't want anybody to buy from us until they are ready to do so. We want them to decide what kind of chair, bed room suite, table or buffet they desire. We want everyone to feel at home in our store -- to feel they can come freely and often. So call on us. Make our store headquarters whether you want to buy or not, you are always welcome.

Example of how ad. might be worded.

These dealers make, or possibly have made, one very commendable effort at publicity, and because the immediate results of such effort have not become visible in a fairly rapid removal of goods and depletion of stock, they considered all advertising a failure. And while no direct blame for such foolish conclusion may attach to the dealer, owing to his high-geared, right-away-quick method of living, he and he only can change such a state of affairs by a more moderate and more intelligent method of procedure.

Needless to say, no business, and especially no retail business, has ever been established hastily. Because many have attempted it and are attempting it at the present time is one reason for the existence of so many cut-rate stores, so much hand-to-mouth existence, and so many other evils in the business. It is only another case of unpreparedness.

Let such dealers consider well what happens when they are opening a store, say in a neighborhood where it would under proper and aggressive advertising methods, produce about an average of $50 in daily sales. Such is an apt illustration; for the growth of business in that store may be compared to the growth of the value of advertising. Now then, do the sales the first day amount to $50? The answer is, "No." Do they average that high during the first month? And again the answer is, "No." Do they run as high as $50 even at the end of the first year? And once more there is a negative reply.

But after the first year, when folks are just beginning to get a measure of confidence in the dealer who has been attentive to business, the $50 mark is gradually approached, yet it may be the end of the second year before it is finally reached. This is fact, and a stubborn fact at that, and every man who has opened a store knows it. Why does not this stubborn fact teach the dealer something, besides the fact that he has finally worked up to a $50 day? He knows that his stock and fixtures, to all practical purposes are exactly the same at the end of the second year as the beginning of the first. What, he may ask, has brought about the $50 daily sales?

And the answer is: Because he has been patient, patient in work, and a good patient himself; for he was "sick" when he began, and cured himself. The people of his neighborhood have gradually got acquainted with him, his methods, his character, his qualifications, and his goods, and they are able to judge. All his customers were customers elsewhere before he settled in their midst, and through service they have been weaned away from their former purchasing places.

This dealer knows that the process is a slow one, yet he was willing to take a long chance to establish himself; he was willing to gamble his entire fortune on the opportunity, in spite of the difficulties he knew, or should have known, were sure to confront and handicap him.

Now, Mr. dealer, why do you not give your advertising the same "chance," when it might increase your average daily sales to $60 or $75 in another two years? There is exactly as much horse-sense in making one effort at advertising and then quitting, as there is in opening a new store for one week, and then because you do not get all the business there is to be had in seven days, closing it up and move away.

USE TRADE MARKS FREELY

A western dealer has adopted a novel method of local advertising by appropriating the trade-mark of the company whose paints he sells. Of course he does not represent this trade-mark as his own, but uses it to show that the goods he sells are first-class. The same principle applies to whatever line a dealer may carry. If a mixed paint, he can popularize it locally by painting the design on his store front or wagon or on street signs and by displaying it prominently in his window. The same with other goods. This idea, if vigorously followed out, will be found an excellent method of advertising.

Watch Our Windows

We'll explain why.

It is a matter of common knowledge to the buying public that prices have advanced in all lines. Furniture and home furnishings are no exception. Present stocks, when exhausted, cannot be duplicated at former prices. Since we have not raised prices on the great bulk of our stock, it will, therefore, be impossible this year to extend our usual January reductions throughout the stock.

Instead, however, during this entire month we will offer through the medium of our windows numerous articles at exceptional reductions, presenting an opportunity for unusual saving. "Watch our windows" is our advice to those who would save largely on furniture and floor coverings this month.

Rockers are featured this week—and they are cut to the core. There is but one of each—that's why they are reduced so decidedly. Don't delay, but make your selections early.

Suggestion for the novice at wording his ads.

Canadian Furniture World

TORONTO AUGUST 1917 CANADA

Push Chairs For Invalids

There is an opportunity now for the furniture dealer to make a feature of invalid chairs with good results. Not only is there the usual trade in this line to be secured, but with so many wounded soldiers returning to Canada, demand should be greatly stimulated.

Why not use show cards or advertising space to suggest to customers that they purchase such chairs for their friends or wounded soldiers who may be in need of same?

* * *

Talking Machines as Wedding Presents

A recent newspaper account of a wedding mentioned the fact that one of the gifts received by the happy couple was a talking machine. This might well serve as a suggestion to the aggressive furniture dealer for a profitable line of endeavor to take up. Why not launch a campaign to popularize talking machines as wedding presents? There is no doubt that a good talking machine is a most suitable gift and is one that will remind the recipient of the donor, more frequently than any other gift.

During the latter part of August and the first part of September is a good time to emphasize talking machines for this purpose, in order to cash in on the September weddings.

* * *

Checking Up of Freight Bills

A profitable practice for furniture dealers is that of carefully checking up freight bills. It is a habit that will frequently save a good deal of money for the dealer. Not that there is any attempt on the part of transportation companies to exact more than they should, but because of the complicated character of the freight schedule, and the fact that persons engaged in making out freight bills are only human, and accordingly liable to err.

One of the ways in which mistakes are most liable to occur is in the proper classification of goods. Difference in packing makes a difference in the classification and freight rate, and naturally, when there is any question as to which classification a shipment should be put in, the freight clerk protects his company and himself.

As an example, brass bedsteads (knocked down) in bundles and wrapped, come under classification 1. If they are both wrapped and crated they come under classification 2. However, if they were both wrapped and crated, but the fact was not specified, the freight clerk would probably put them in at the higher rate in order to be safe.

As another example both kitchen, centre and library tables are in classification 1 if they are knocked down, legs or bases detached only, wrapped, crated or boxed. If they are set up and wrapped or crated they come under classification 1½, and if flat except rims, and wrapped or crated, they come in classification 2 and get a still lower rate. But if not specified, the clerk is likely to put them in at the highest rate.

Petty leakages in freight overcharges, including not only wrong classifications, but also errors in weight, unjust rates and mistakes in extensions amount to a considerable sum of money in a year with many concerns. That checking is worth while is indicated by the fact that there are freight auditing bureaus that examine bills and collect overcharges on a percentage basis. There must be quite a few mistakes or they could not afford to operate on such a basis.

* * *

Store Exhibits of Furniture

There is no doubt about the fact that the more a dealer can get prospective customers to inspect the furnishings that he has for sale, the greater will be his sales. The average householder likes to inspect new house furnishings, and not infrequently does an inspection of same arouse interest that means a sale. The problem for the dealer is to get prospective customers into the store to make such an inspection.

An excellent method of doing this is that used by Macpherson & Bedford, of Brandon, Man. They conduct an annual opening evening on which customers are invited to inspect their showing of furnishings without any obligation whatever to purchase. It is described in some details in a special article in this issue.

The important fact is that they state that it is one of the best advertising features that they have ever used. During the ten or twelve months following their first exhibit, their attention was repeatedly drawn to sales made as a result of the one evening.

It is an idea that might well be tried out by many other furniture retailers.

* * *

Health is a Business Asset

Good health has certainly to be acknowledged as a valuable asset to the business man, and every dealer would do well to take the proper precautions to safeguard his health. The greatest of prophets has wisely said, "What profit it a man if he gain the whole world, and lose his own soul?" and for the benefit of the business man, we might say in a similar manner, "What profit it a man if he gain the wealth of the world and lose his own health?"

He is a wise man who, amidst the rush and worry of business activities, takes sufficient time for relaxation and care of his physical well-being. A good question for each business man to ask himself is, "Am I doing this?"

Capital as a Factor in Business Success

A study of the part that capital plays in the success of a business — Some suggestions for the dealer.

By WILLIAM LEWIS EDMONDS

OF the 1,772 failures in the Dominion last year, 689, or 38.9 per cent., are ascribed by the commercial agencies to lack of capital. It would be interesting to know how many of these failures were due, not directly to lack of capital, but to the improper use of that employed. If it were possible to closely analyze every case it would undoubtedly be found that this was the root of the trouble in many instances.

Where Success Has Come from Small Capital Start

That altogether too many men start into business with an inadequate supply of capital there can be no doubt. But on the other hand it is a somewhat difficult thing to determine the exact amount of capital every dealer should possess when he embarks upon a business venture. Possibly all will agree that he should at least have at his command a sufficient sum of money to pay cash for the stock he installs in his store. But to insist on this as a rule would scarcely be logical, for instances are to be found on every hand where men have started into business with not even enough capital to do this, and yet have attained a high degree of success.

Some twenty-five years ago a venturesome young man in a certain New Jersey town conceived the idea that he would like to go into business on his own account. As he hadn't even a small bank account he borrowed fifty dollars. With the proceeds he purchased a few odd lines of merchandise and, during fine weather, displayed them on a board before his modest home. In time he was able to secure a small store and branch out a little more extensively. To-day he is one of the most successful merchants in his town.

Twenty years ago a man started into business for himself in a suburb of an eastern city. All the capital he had was three hundred dollars, and every cent of this was borrowed. But what he lacked in cash he made up in energy and skill. He bought carefully and resorted to every legitimate device that tended to turn over his stock quickly. He was also particular in regard to the quality of the goods he sold, and as to the service generally which he rendered. The result was that he forged steadily ahead. Although he has not amassed a great fortune he is retiring with a sufficient sum of money to keep him comfortably for the rest of his days.

In neither of these instances cited was there, according to the generally accepted standard, sufficient capital to warrant success. And yet success followed notwithstanding. Had they not succeeded lack of capital would of course been the ascribed cause of their failure.

Stores With too Much Dormant Goods

It is therefore evident that while adequate capital in the form of cash is a most important factor in business success that capital in the form of business ability is also important. He who is rich in the latter, but poor in the former, will as a rule succeed where those in whom the order is reversed will fail.

"As a proposition," remarked a leading American jobber some years ago to a gathering of retailers, "the capital of the average business is larger than necessary for the variety of stock carried, and almost invariably the variety is considerably less than possibilities of the town warrant, which is another way of saying that the average store has too much dormant goods."

That this about hits the nail upon the head, most experienced dealers will no doubt agree.

It is an unwise thing for a dealer to have too much capital as well as to have too little. Capital, like a debt, is a liability, but it is a profitable one—when it is working. Otherwise, and particularly when it is tied up in dormant stock, it is a handicap upon the business, as many a dealer has found to his cost.

Keep Capital Working

The dealer who is wide awake makes his capital work as hard as he does himself. And the way to make it work hard is to keep his stock turning over as rapidly as possible. This, in turn, means not only activity in the pushing of sales, but good judgment in buying as well, for as the old maxim puts it, "Goods well bought are half sold."

"Suppose," again to quote the jobber referred to above, "as a proposition we turn our goods over four times each year, say at a gross profit of 30 per cent., which is entirely reasonable, and a net profit of 10 per cent. on the sales, what would it mean—on an investment of $3,000 in eight years an average increase of nearly $9,000 per year."

That is an ilustration of how, by keeping the stock moving, the strain upon capital is kept down to the minimum.

Don't Get Beyond Your Depth

Sometimes, of course, a business is allowed to grow beyond the strength of the capital invested. The writer can recall two recent instances of this. The one was the case of three young fellows, with considerable experience in the selling of goods, who opened up into business for themselves. As they personally had very little capital between them they organized a joint stock company shortly after they started for the purpose of enlisting the co-operation of friends. As they naturally wished to keep the control in their own hands they did not dispose of any more of the stock than was deemed necessary for immediate needs. During the first two years things went along swimmingly, and their policy of running along on a minimum of active capital seemed justified. But then, owing to the expansions which had been made out of earnings instead of out of capital and the large amount owing them, they suddenly found themselves unable to meet their accounts promptly. Then they changed their policy and tried to sell additional stock, but this, owing to the fact that their credit had in the meantime become seriously impaired, they were unable to do. The firm is still in existence, but it is a perilous existence, with the business much curtailed, the credit standing

(Continued on page 38)

SPECIAL ILLUSTRATIONS

Showing Some of the Newest Articles of Furniture

Suggestions from the Canadian Factories



Pair of charming Grenze subjects, hand colored, shown by Matthews Bros., Limited. Sold in 14 x 18, antique burnished Roman gold frames.





Cambridge Phonograph, Model No. 75. One of the popular machines made by The Cambridge Piano Co. Ltd., Toronto.

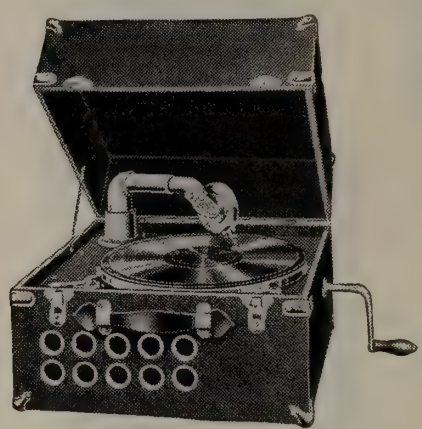


Chair and rocker from new Windsor line just put on the market by the Canada Furniture Manufacturers Ltd. They can be supplied in painted and mahogany or enamel finish.





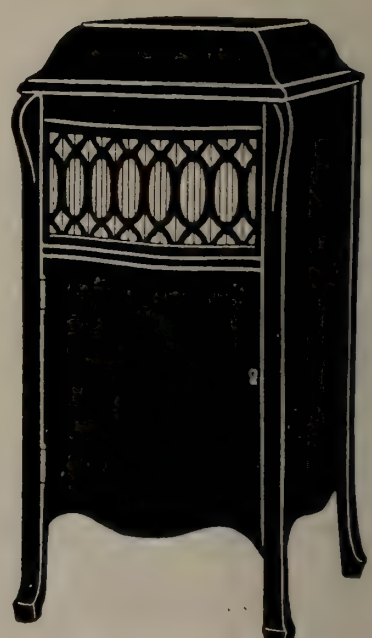
Pieces from new juvenile bedroom furniture made by the Victoriaville Furniture Co., Ltd., Victoriaville, Que.



New portable talking machine, made by the May Manufacturing Co., Elora, Ont.



No. 2026—New rocker in quartered cut oak, fumed or golden finish, or birch mahogany finish; with automobile spring cushion, manufactured by the North American Bent Chair Company, Ltd., Owen Sound, Ont.



The "Imperial" Sonora, distributed by I. Montagnes & Co., Toronto.



Buffet and table in colonial design, from line of dining room furniture being featured by the Meaford Manufacturing Co., Ltd., Meaford, Ont.



A new period pattern in old ivory, manufactured by the Knechtel Furniture Co., Ltd., Hanover, Ont.

Using Special Occasions to Feature Talking Machines

Special occasions should be made the hook on which to hang a feature display to arouse interest in talking machines.

IT has frequently been urged by THE FURNITURE WORLD that every special occasion be taken full advantage of to arrange some feature window that will attract more than usual attention. The idea can be used to particularly good advantage in pushing the sale of talking machines and accessories. For instance, during Race Week in Toronto, R. S. Williams & Sons Co. Ltd., of the Queen City, arranged a horse track display window that aroused great interest.

A Race Track Window

We reproduce herewith a photograph of the window display in question. The track and lawn in the foreground are on a raised platform. The track consists merely of a board with rails tacked on. Sand is sprinkled along the track and horses and riders placed at intervals. A judges' stand and announcement board is also part of the central feature. It will be noted that the wording on the show cards is appropriate. The winning horse, which is too small to show in detail in the photograph was labelled with the name of the machine shown. The overhanging background of lattice work is covered with imitation flowers and foliage, giving an attractive setting to the display.

There are other special occasions that can likewise be made good use of to push for more sales in talking machines. The window trimmer realizes that a mere display of machines does not possess any great feature to grip the attention of the passerby unless the show cards are particularly outstanding. However, if there is some special feature such as shown in the accompanying display, it serves to get the attention of those passing and by skillful wording of show cards, interest can be turned to the machines on display.

Special Occasions When Displays can be Arranged

A good many towns and cities will be holding civic holidays in the near future. Such an occasion gives an opportunity of arranging a window with a camping or canoeing scene with a talking machine as a central feature. Thus, another chance is given the dealer to impress on the public the advantages of a talking machine while holidaying or picnicing.

Fall fairs will soon be taking place in many centres, and this gives the dealer another chance to play up talking machines. A window display might be backed up by a store recital.

September is another month during which a good

(Continued at end of page page 28)



Special window display made by R. S. Williams & Co., Toronto, during race week. Read the accompanying article for description.



IDEAL MODEL NO. 85
RETAIL PRICE - $85.00

WRITE us for special wholesale price on above model in quantities. State how many you are prepared to contract for per month. Prepare for your fall business. May we send a sample?

Why Every Dealer Should Handle The Wall-Kane Needles

First—Each **WALL-KANE** needle is guaranteed to play 10 records on any Phonograph, the tenth playing as clear as the first.

Second—All owners of Phonographs will always purchase **WALL-KANE** needles since they eliminate the troublesome changing of needles after each record.

Third—**WALL-KANE** needles are scientifically prepared, and by reason of their special composition, are beneficial to the grooves of the record, thereby adding to its life.

Fourth—**WALL-KANE** needles minimize the usual scratching sound of the ordinary steel needles, and greatly improve the clearness and tone of reproduction.

Fifth—**WALL-KANE** needles are put up in a handsome Tile Enameled Metal Stand holding five (5) dozen boxes. Two dozen extra loud, two dozen loud, and one dozen medium needles.

The price is five dollars ninety cents ($5.90) per stand, (holding five dozen boxes.) Each package retailing at 15c, bringing you $9.00 in return.

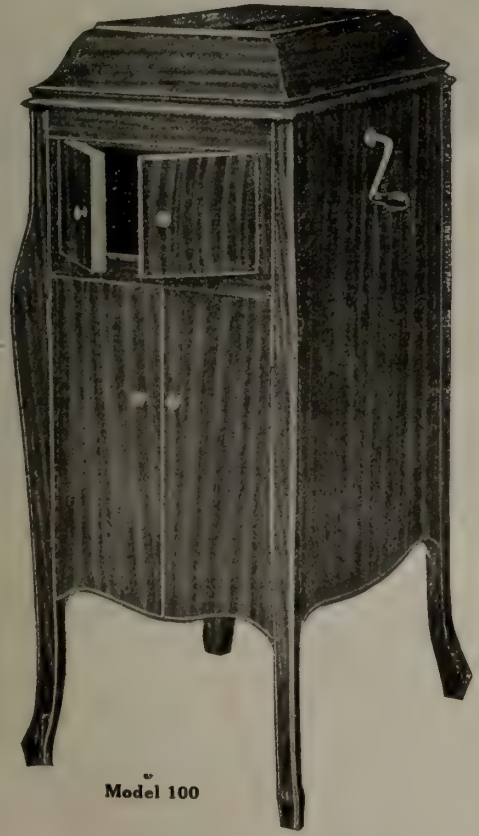
After your first order for a stand, you can procure the needles without the stand, in packages, at a cost of 9c a package.

Try out the **WALL-KANE** needles and convince yourself they are all we claim they are. Write us to-day to forward by parcel post a sample stand.

If cheque is forwarded for sample stand include 15 cents for exchange and 25 cents for postage. (parcel post)

Regal Phonograph Co., Limited

145 Church St., Toronto



Model 100

Dimensions 22"x 20"x 42" high

***Don't Wait*—Write for Exclusive Agency for**

Majestic Phonographs

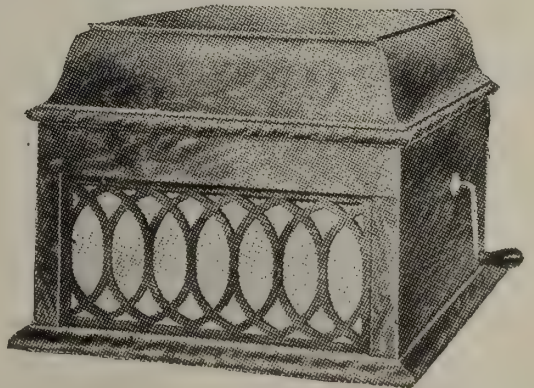
Mr. Dealer :-

The Fall Season will soon be here and you will want a good reliable Phonograph line—Majestic Phonographs are beautifully designed and finished—the mechanical construction is perfect, smooth-running silent motor, automatic stop, universal arm and reproducer, playing all makes of disc records perfectly.

TO PROVE OUR STATEMENT

We will ship to any dealer in Ontario of approved credit a sample of our No. 100 or No. 45 or both absolutely on approval for 10 days.

Our prices are right



Model 45 Dimensions 19"x 17" x14" high

DOMINION PHONOGRAPH COMPANY

53 CECIL ST., TORONTO, ONT. PHONE COLLEGE 7463

Going After Prospects

EVERY person who visits your talking machine department is a potential customer and can be made an actual customer if the salesmanship and goods are on hand to make the sale, says the Furniture Journal, of Chicago. For this reason the names of all persons entering the store on buying missions are of value as future prospects for talking machines. It is not a difficult feat to secure such names. You can mention in a diplomatic manner that you would like to put them on your lists for your store paper, for invitation cards to demonstrations and recitals, etc., and there are few who will not gladly comply with the request. Another excellent idea is to have your customers, when buying records, give you the names of their friends using talking machines; this not only opens the way for the sale of new machines, but gives you a good list to whom you can send your new record announcements. Once such a list is secured, it should be used in a diplomatic and efficient manner. A letter with that personal yet not familiar tone that gets the prospect interested in what you have to say will bring in a good average of orders. But in getting up such a list care should be exercised to know that the names shown on it are really those of prospects. A lot of money is wasted on mailing lists to-day where probably half of the names are those of persons who could not be sold records or machines. If it is possible, learn the occupation or standing of the persons whose names are secured and the details of their home life, size of family, children, etc. Some of the "follow-up" systems, especially those of some piano houses, are simply money losers, as they follow out a machine-like policy in bombarding a prospect with an entire series of letters, ranging from one to probably fifteen, at intervals, the cost in paper and postage alone making the effort a very expensive one. These letters, no matter how well written, going to persons not interested, and who cannot be made interested, simply find the waste basket.

The columns of the local newspapers in your home town will often furnish excellent tips on possible buyers. Engagements announced, and marriages, as well as new arrivals in town all indicate a chance to sell machines. The lists of the gas and electric companies, if they can be secured, lists of automobile owners, and members of prominent clubs, leading church members women school teachers, professional men in all lines and high grade mechanics, all are good prospects and of a high class that can pay for the machines and records they buy.



A view of the main talking machine department of the Kent Piano Co., of Vancouver, that will offer suggestions to the furniture dealer for such a department. This sound-proof room is finished in ivory woodwork and panels of very pale green.

PUSHING THE SALE OF NEEDLES

DEALERS will find it of advantage to push the sale of needles, not only because of the direct profit, but because the purchase of them brings owners into the store, and they are likely to become interested in new records. Why not put a show card in the window headed, "What about needles for your machine?"

USING SPECIAL OCCASIONS TO FEATURE TALKING MACHINES

Continued from page 26

many weddings take place. Towards the end of August, why not put in a marriage scene and use show cards to impress on the public that a talking machine makes a splendid wedding gift?

The dealer will find it good business to take advantage of all such occasions for the arrangement of special windows.



"But music's supreme pleasure is the creative pleasure of musical expression— of making music."

EVERY wide-awake Furniture Dealer in localities not already allotted should be keenly interested in the possibility of handling the——AEOLIAN-VOCALION

The scientific study and advancement of **tone** has been the special work of The Aeolian Company for many years. Seven Royal Appointments from the leading Rulers of Europe and a success that makes it the dominating factor in the music industry of both the Old World and the New are results in great measure due to its efforts and triumphs in this direction.

Such is the concern responsible for the Aeolian-Vocalion—the **new** phonograph. It is the **one** concern that could bring to bear the full power of both art and science necessary to achieve this final transformation of the phonograph.

THE Vocalion offers in physical beauty, in musical quality or in fascinating privilege, far more than you have ever thought possible of the phonograph. Every phonograph owner, every dealer, everyone who cares for music, will be interested in this remarkable new instrument. We have ready for you a handsome descriptive Vocalion booklet. It will be mailed promptly upon request. Do not fail to get particulars of our Aeolian-Vocalion proposition for dealers. There's real money in it for you—one big factor being our extensive advertising to the consumer, which makes this the easiest-to-sell of all phonographs.

NORDHEIMER PIANO & MUSIC CO., LIMITED

COR. YONGE AND ALBERT STREETS, TORONTO

CANADIAN DISTRIBUTORS

What Real Talking Machine Salesmanship Means

Every visitor a possible customer—Preparing the arguments that sell—Suggestions from The Talking Machine World.

AS has been pointed out on frequent occasions there is room for real salesmanship in the talking machine business. Millions of dollars spent in advertising may bring customers to the store, and the catalogues will give details of the machines and records desired, but no advertisement or no catalogue will close a sale. That requires a human element. For the employee of a talking machine shop to be able to differentiate between the various types of machines and to give the catalogue number of the majority of the records, or, given the number by the customer to announce the title, indicates that that employee is a good clerk, but not necessarily a good salesman.

Should Know the Line

A salesman to be worth while should know sufficient about his line; should be sufficiently acquainted with the arguments for and against it, to feel competent when approaching the most forbidding-looking customer. He should feel that no matter what argument or what question the customer throws at him, he will be able to answer it intelligently and convincingly. In other words, he should feel sure of himself and then be quick to go after the business. Upon entering a store no one likes to wait around for the salesman to give him attention. He may be one of those men who do not like to be rushed, who prefer to look around at leisure, but at the same time when he is ready to ask questions, or to make a selection, he wants the salesman there. No matter if the customer, upon entering the store, announces frankly that he is simply looking around and has no intentions of buying at once, the salesman can, without being offensive, show an interest in the visitor, get a line on what type of machine will please him and when he contemplates purchasing. Every person who does not own a talking machine is a prospect for one, without regard to race, color or previous condition of servitude. Every person who enters a talking machine store is doubly a prospect because he or she has become sufficiently interested to investigate the proposition.

Everyone a Prospect

"Everyone who comes into a talking machine store or department," said a manager recently, in a little chat with his sales staff, "is a prospective customer, whether he is simply shopping around or really has half-formed ideas of buying. He may say to the salesman, 'I cannot afford a machine at the present time,' but through careful questioning he might discover that he is in a position to make payments on a mighty good article, and through a little careful selling talk, could also land the contract. Even where the sale is not made on the spot, the salesman should always make it a point to get the name and address of the prospect. Play a few records over that satisfy his musical desires, and get his attention and friendship, and then follow up that prospect until he does buy.

Explaining Difference in Price

"To many salesmen one of the most difficult propositions they have to handle is the task of describing to the customer the reason why one machine cost $50, and another one, apparently only a little different, $75 or $100. The salesman must bear in mind that leading manufacturers in pricing their machines give value to justify the increased cost.

"In fact, the arguments offered by the double spring motor and its superiority over the single spring are so many that good salesmen can lead the customer to wonder why the price for the machine with the double spring motor is not really higher than it is. The record-filing devices in the cabinets; the higher finishes to the different parts of the cabinet, motors and other parts of the machine, all represent higher manufacturing cost and therefore justify a higher selling price.

"The salesman who hesitates to meet the challenge of the customer and prove the necessity for the difference in price of machines admits his incompetence as a talking machine salesman. In handling machines I can only say, see that all machines in the department are in perfect playing condition all the time and then learn to play them. Many a sale has been lost because the salesman ran the machine at a rate to kill the musical value of the record, sometimes through his inability to regulate the speed. Don't take anything for granted in demonstrating. See that everything is right.

Selling Records

"Next we come to the selling of records, the subject that often does not receive the proper amount of attention from the salesman, because as a matter of fact a record sale should receive as much, if not more, attention than a machine sale, being invariably conducted on a cash basis. In many stores it is only the fact that a large number of records are sold for cash makes it possible to carry the heavy amount of instalment paper secured for machines. The records furnish the capital for the business.

"Selling records is really a combination of art and science. A knowledge of the art of music is necessary for the proper selection and playing of records. The science of salesmanship is necessary to bring about their final disposition. Then, too, it is very necessary for a salesman to have a good memory and be able to remember, not only the titles of the selections, the authors and composers, the names of the songs, but also the record numbers to facilitate his work when he is in the middle of a rush. There are so many sides to the selling of records that it is almost impossible to give a complete list of suggestions as to how that end of the business should be conducted."

TALKING MACHINE AT FUNERAL

A western undertaker recently had a funeral from his place of business, and after the preacher had said his nicest words regarding the dead, the singers not having appeared, the undertaker turned to one of his elegant talking machines and had the Metropolitan Quartette sing, "Till We Meet Again." In the wildest dreams of our forefathers never did the audience imagine that some day we would not only give the dead an auto ride; but sing sacred songs with such sweetness, done mechanically.



A Record-List That's Going to Break All Sales-Records!

It's the new Columbia Record List for August—and every record is evidence to an experienced dealer that the August List simply MUST smash all records for SALES!

You've only got to look over it to SEE it. Anna Wheaton, Brice and King, Evan Davies, Charles Harrison —Lucy Gates, James Harrod, Vernon Stiles, Rodeheaver—the hits of "Oh, Boy!," "Have a Heart," "The Winter Garden Show," "Her Soldier Boy," "His Little Widows," and "Follow Me"—every single name and every single record means just ONE thing to you—and that one thing is: SALES!

Columbia Graphophone Company

Factory and Headquarters:

Toronto, - Canada

Basic Principles of Talking Machine Merchandising

By C. F. G. Wernicke
In the Grand Rapids Furniture Record.

THE first essential is simple. A pleasantly arranged line of sample machines for inspection. No furniture man needs to be told that the more attractive the display the more sales will be made. To give such elemental instructions as not to put a mahogany machine next to a golden oak would be an insult. (And yet I know of one store where the only entrance to the phonograph department is through the stove display.)

Have Right Kind of Booth

The most important part of the display is the booth. A more or less sound-proof booth is important for several reasons. First, because a booth permits the demonstration of machines free from interruption and general noises. Second, because people buying records can judge them better and are better impressed with them. Third, because the surroundings can be made more pleasant and natural. The "stage" is set to put the customer in the buying mood, prepares her for the least resistance to suggestion. The customer not only feels obligated to buy records, when several have been played for her, but is most anxious to buy.

Consequently your booths should be beautifully made. Nice rugs on the floor, comfortable chairs, table, lamp, pictures—everything to make it homelike.



We have suggested that furniture dealers make use of booths at local fairs to boost talking machine sales. We reproduce here the booth used by the Gilbert Company, of Picton, Ont., last year.

Brings People Into the Store

One of the advantages of a phonograph department is the number of people brought into your store. Therefore the booth becomes as good as a show window. A good impression made there makes a good impression for your whole store. By changing the furniture in the booth from time to time, sales occasionally result in the booth.

The records should be filed in a central cabinet or shelving, easily reached from any booth. The manufacturer's catalogue serves as the index, the stock number of the record as the filing number, the records being arranged serially.

The main purpose of your display is to please the eye of the customer, and make him comfortable while demonstrating your merchandise. Skimping too much on this side of things can make a big difference in the sales volume.

One good machine is sometimes left near the salesmen's desks for their pleasure. This can be played by such men as are off duty, the newest records being supplied from month to month. Thus there is music in the store most of the time, and though occasionally it seems tiresome and a nuisance, as a matter of fact it advertises the phonograph department, and makes the store seem more pleasant to most customers.

Selling Phonographs Right

To hark back. The phonograph industry was founded, built and supported by advertising. Consequently the first factor in the re-sale of phonographs is the advertising.

Many companies furnish very good advertising matter. The cuts are excellent, far superior to most manufacturers' cuts. The copy is good when a merchant has no good copy writer of his own.

Personally I believe that the ideas put forth by the manufacturer should be clothed in language of your own. The manufacturer is in general too coldly impersonal. His dealer copy often has too great an eye to his own advantage, and yet tries to make it fit the conditions in all stores, instead of your particular store.

Your store has a personality of its own, which should be reflected in your advertising. If your advertising does not reflect this store personality, now is the time to begin making it do so.

In advertising your phonographs everlastingly emphasize the service you give. Prices cut small figure in the business, and your competitors have the same

(Continued on page 32.)

This is a Sample of the Newspaper Advertising which is creating the enormous demand for Sonora Dealers



Not so long ago music in the home was represented by one or two hackneyed selections painfully thumped out on a tuneless piano.

Today, the Phonograph brings to every home the entire world of music—the eternal beauty of the great compositions—the song triumphs of the world's artists.

The Sonora bases its claims as the "Highest Class Talking Machine in the World," on these special features:

Its golden tone, for which it won highest honors at the Panama-Pacific Exposition.

Its tone control, a patented feature by which you may increase or decrease the volume of sound without interfering with the tempo.

Its supreme and silent motor, running silently, smoothly for over half-an-hour with one winding.

The Sonora plays every record.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

Prices: $65.00, $75.00, $102.00, $137.00, $205.00, $240.00, $265.00, $300.00, $475.00, $1,500.00.

ASK FOR A DEMONSTRATION

I. MONTAGNES & COMPANY
Canadian Distributors,
Ryrie Bldg., Toronto.

Sold in Hamilton by
Heintzman & Co., 81-83 King St. East.
Thos. Anderson, 65 James St. North.

(From the Hamilton Spectator)

Exclusive Canadian Distributors:

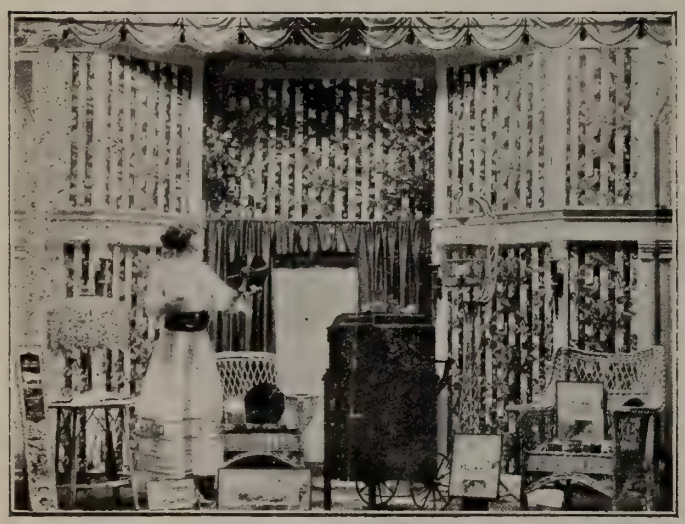
I. MONTAGNES & COMPANY

RYRIE BUILDING, Yonge and Shuter Streets, TORONTO

Suggestions for the Talking Machine Department

BY A STAFF EDITOR

DURING the next month or so there will be many agricultural fairs held throughout Canada, and furniture dealers may find it profitable to make use of them to boost sales in talking machines. The arrangement of a booth or tent on the grounds should make it possible to interest many customers. The dealer does not want to expect too much in immediate sales, but it should prove an excellent means of getting in touch with prospective customers. A point should be made to get the names of all those who show any great interest so that they may be followed up. They should be given advertising and descriptive booklets to take home with them, for particularly with farmers,



An attractive window display of talking machines that the furniture dealer can easily arrange.

the reading of a circular or booklet in the quiet of their own homes is frequently what brings them to a decision.

Altogether, the arrangement of such a booth at the fall fair should prove a profitable investment. The sale of new records to customers who already own machines should in itself cover the expense of such an exhibit. Then there is the probability of selling a number of machines and the securing of many good prospects. Then, in addition, there is the general publicity that the store secures from such an exhibit—a factor not to be overlooked.

CASH IN ON DEMAND FOR HAWAIIAN MUSIC

THE passion for Hawaiian music that has been so strong during the past year or so does not seem to abate. At first many expressed the opinion that it was merely a temporary craze that would soon die away, but such does not appear to be the case. It is apparently as strong as ever. The ukulele, the tiny but effective little musical instrument that so closely gives back the human voice in its appealing tones, is being sold in greater numbers than ever before. Hawaiian songs are being sung and Hawaiian dancers are seen on the stages of all the principal theatres. Some of the window cards distributed by the talking machine manufacturers featuring Hawaiian songs are handsomely-colored lithographs and give the window an effective appearance that draws in trade. Get a few from the manufacturer selling you the phonographs and place them in your windows; make a Hawaiian window for a week or so. A few ukuleles placed in the window—they are inexpensive and can be sold later from the stock—will add decidedly to the effectiveness of the display. A placard or two showing Hawaiian maidens in diaphanous garb on the beach at Waikiki, with the instruments in their hands, will give the window a human interest.

START OFF WITH A UNIVERSAL-APPEAL RECORD

IN demonstrating, either to sell a machine or records, aim to start off with a record that is likely to appeal to your prospect. By a little study of customers you will soon be able to size up a customer and tell what he or she is likely to be interested in. One demonstrator stated to the writer recently that he makes a practice of starting off with a record that will be appreciated by anyone. There are certain selections that have a universal appeal—that anyone appreciates—and it is one of these that he always selects. While it is being played, he has a chance to size up the customer and gauge what is likely to appeal to him or her.

Another talking machine demonstrator says. "Don't start in with a Tschaikowsky symphony or a classic of any kind unless you have a request for it, as in nine cases out of ten it will not appeal to the ordinary person. Classic music, good music, is liked to a certain extent, but it is not for everybody. On the other hand take a selection from a singer, whose songs touch the popular taste and range from the classic to the popular and you can safely demonstrate such a record to almost any caller. It is not beyond them and they appreciate it."

TALKING MACHINES FOR VILLAGE CONCERTS

THAT dealers in country towns should attempt to popularize the talking machine for the giving of public concerts, is the suggestion made by a writer in an exchange. If a start could be made in a few towns, the possibilities along this line should be of considerable importance. In this connection our contemporary says that few country villages are without their local band, and discordant as the notes of the cornet and big horn may be, they suffice for what is called music in many small localities. Enterprising dealers in many localities have succeeded in making sales of good talking machines to town boards and societies, and phonograph recitals at the public park or village green are coming to be quite a feature of country life. The summer evenings are enlivened by the music from the talking machine, which never goes on a strike, which always has new music, and which can give the town folks anything they want, from a camp meeting tune to a selection of Scotti's or Muratore's. This is a tip that many dealers selling to the country trade will find of advantage, and that may bring in some good business, as sales can be made within a radius of many miles.

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: ELYRIA, OHIO; NEWARK, N. J.

CHICAGO ATLANTA SEATTLE CINCINNATI TORONTO
Lumsden Building

A Talking Machine is Known by Its MOTOR

The satisfactory service rendered by *Heineman* and *Meisselbach* motors has prompted the foremost phonograph manufacturers to use these motors as part of their standard equipment.

We have invested thousands of dollars in experimental work and know that the *Heineman* and *Meisselbach* motors have been perfected to such a standard as human ingenuity and mechanical supremacy can create.

The sooner retailers insist that manufacturers supply machines equipped with *Heineman* or *Meisselbach* motors the sooner the dealer will have well satisfied customers.

Canadian Branch:
LUMSDEN BUILDING, TORONTO

Otto Heineman
President

MEISSELBACH MOTORS
TONE ARMS SOUND BOXES

Merchandising Suggestions From Our Exchanges

Methods and ideas in furniture retailing as seen by other journals

A TRADE-ENTICING SERVICE

CONSPICUOUSLY located near the centre of a New England furniture and house furnishing goods store is a magazine rack, in which are displayed a nice assortment of nationally known periodicals of special interest to women. A six-inch card posted in the centre of this rack states that these magazines are placed there for the convenience and entertainment of customers, and cordially invites them to look through the publications at their pleasure.

People coming into this store on a busy day find the magazines very interesting diversion while waiting their turns. And there can be little question but that the desire to inspect the assortment of magazines brings many buyers to this store who would otherwise go elsewhere. Though prepared to accept subscriptions for any of the periodicals shown, no soliciting is done, for it is designed primarily as a service feature.

This, of course, can be gone into as extensively as is desired, but at least in a limited way it ought to prove a good thing.—Grand Rapids Furniture Record.

A CALENDAR STUNT

Have a big calendar made for the coming month, being a reproduction on a large scale of the month's leaf on your small calendar. Make this of such dimensions preferably as to just fit the back of your window if the proportions are right. Leave space under each figure in the box with it to put an announcement about stock. When this calendar is put up the first of the month, let it contain announcements of all the selling events in your store for the thirty days. You can get attention to this calendar in an increased degree if you will put in small letters in the corner of each day's space a prediction about the weather. Of course you will go wrong on this, but the times you are wrong will cause more comment than the times you are right. In addition to important selling events announced well in advance and advertised otherwise, you will have occasion on many days, if not every day, to write in something special for that day. It might be nothing more than "Two Good Cot Beds at $1.98 Each, To-day Only," or "One $75 Phonograph, Slightly Scratched, To-day, to Save Repairing, $58," etc., etc.

If this calendar idea should be carried through the whole year, it would become a fixture in the minds of the public and they would go out of their way to see what it had to offer. It would get people interested in furniture windows a good deal, as the women watch the dry goods stores displays.—Chicago Furniture Journal.

HOW TO HANDLE CUSTOMERS

When a customer enters your store, do not try too hard to sell her something. First be content to show her. Do not ask her bluntly what she wants; do not call her "Mrs." unless you add her last name. Business is a cold proposition, but you can warm it a little with politeness and tact. Above all, don't try to wait on your customer until she gives you a chance. If she seems more concerned about a street car off the track than in buying a dresser, join her conversation, but remember when to stop. By and by she will tell you what she wants. This kind of customer is usually a slow buyer, so go slowly with her.

The next woman who calls will probably say, "Show me a dining table and chairs" the moment she comes in. Go quickly with her, for she is likely to be a quick buyer. She knows what she wants.

The time may come during the rush hours when you will have to divide your time with two or three customers. An experienced salesman would proceed as follows: A lady comes in to buy a bed, and finds the salesman busy. Right here the customer is impressed with the thought that the salesman is too busy to wait on her. She proceeds to change her mind on that score, for the salesman quickly leaves his first customer, with proper apology, steps to the other lady and begins waiting on her by showing her goods that interest her. The customer will then examine them, and while thus engaged the salesman steps back to his first customer.

By this procedure you will realize that the second customer has forgotten the busy salesman, by reason of the fact that she has one or more articles before her to consider, and so forgets that she is waiting to be served. In other words, you entertain your customer with your goods until you reach her in person. You get her mind fixed on the furniture, and off the fact that you are busy, which alone makes her unpleasant wait necessary.—Northern Furniture.

NOVEL DISPLAY OF RUSTIC FURNITURE

Early this month Mr. Munro, at McCreery's completed one of the nattiest little effects we have seen, in illustrating the use of different merchandise in upholstery departments. In one corner he has installed a front of a charming cottage of rural England, with gable roof and piazza with short windows above piazza, as well as regular sized windows below, the upper windows with awnings and little curtains, and curtains, of course, visible through the windows below. The porch is screened, the screens, of course, not being high enough to obstruct the view. This was designed by Mr. Munro and made by the people in his workroom, the front being in stucco. It was put in specially for a new brand of rustic furniture he is featuring. In a few days a rustic lattice or fence will be up, coming out at right angles from the far side of the house, partly for ornament and partly to hide the wrapping counter behind it, and "over the garden wall" can be seen, near the ceiling, a clock on the distant wall, which has long been a fixture and which is now the centre figure of a large tower. Mr. Munro explains that a clock is not supposed to be hung in the sky, hence he had the church tower painted to rise from top of the garden wall so that the clock would appear in the centre of this tower—a pretty and clever conceit which demonstrates the innate resourcefulness of Mr. Munro. —Furniture Trade Review.



Model B.

TRADE

"Phonola"

REGISTERED JULY 11-1907

MARK



Model C.

No dealer is asked to link up his business with the Phonola line on any **claim** to musical qualities, but he is recommended to handle Phonolas on the **satisfactory experiences** of scores of Phonola dealers who buy right, sell readily, and make good profits.

The responsibility of catering to our many dealers who are merchandising on the quality basis should assure you that we can meet your requirements satisfactorily.

The Phonola holds high place for careful workmanship, quality parts, and scientific construction. It is capable of producing good music, the very best music, in the home, and giving it the full, rich natural tone that does the recording artist full justice.



Model Prince.

Secure Phonola particulars without delay.

The Pollock Manufacturing Co., Limited

Makers of the "Phonola"

KITCHENER - - CANADA



Model Princess

KNOBS *of* NEWS

A new furniture store has been opened at 398 College St., Toronto, under the name of the Public Benefit Furniture Store.

The Ideal Furniture Company, of Toronto, has recently been registered.

The Tent and Mattress Co., Ltd., of Edmonton, have started work on a factory costing $2,500.

Damage of about $15,000 was done by fire in the shipping room of the C. Caplan furniture store, Ottawa.

The Arts Furniture & Mouldings Co., Ltd., of Montreal East, has been started. The president is O. B. Meunier, and the secretary-treasurer is J. T. Morin.

The Acker Furniture Co., is opening for business at 52 Carden St., Guelph, Ont. Sam Acker is the head of the firm. For several years he was in business in Fort William.

The entire stock of J. Marcus, furniture dealer of St. John, N.B., was destroyed by fire last month. The loss is put at $25,000, with insurance of $13,500. Jacobson Bros. also had a large quantity of beds, furniture and linoleum burnt, the loss being $15,000, with insurance of $7,500.

A. A. Fournelle has opened up a furniture business on Pitt Street, Cornwall.

The slogan of Macpherson & Bedford, of Brandon, Man., is "The store that saves you money."

Turnbull's Limited, of Peterborough, Ont., recently had a display of summer furniture showing how to make a pleasing additional room out of the verandah. A show card read, "Make more of a home of your house."

The London Art Woodwork Co., makers of the Lawcola phonograph, contemplate extending their factory at London. J. J. Callaghan, formerly in the piano business at London, is manager.

TALKING MACHINE NOTES

Sniders Grafonola Store, Toronto, has recently been registered.

The Victoria Talking Machine Company, Limited, of Winnipeg, has been incorporated in Manitoba. The capital stock of the company is $20,000.

J. A. KINSEY, OF CALGARY, PASSES AWAY

Mr. J. A. Kinsey, one of the most popular furniture men in Western Canada, died at Calgary, on June 30. Mr. Kinsey was one of the real old-timers in Calgary, and had been connected with the furniture business in Calgary for the past eighteen years.

FIRE IN FURNITURE FACTORY

A blaze originating in the finishing room of the North American Bent Chair Co.'s factory, at Owen Sound, Ont., on July 22, damaged the plant to a considerable extent, but was prevented from spreading through the working of the sprinkler system and the factory's fire walls. The plant is the largest chair factory in the British Empire.

BASIC PRINCIPLES OF TALKING MACHINE MERCHANDIZING

(Continued from page 32)

prices anyway. But if you do not keep constantly telling your good points, you won't get the business. You will get tired of the grind perhaps. You will think everyone is sick of what you have to say. But keep at it. Change the wording, the picture, the layout, perhaps, but stick to the main idea. Make it look fresh and new as possible, but hammer home the fact that you are the house with the service. This need not be bombastic or loud. The market is there. What you are after is your share of it. The illustration (page 29 serves to illustrate what I mean, although this is a little bit too quiet and unaggressive.

But there is personality in it. Nothing to bring people rushing into the store. Nothing would do that anyway, except a cut price which is impossible. This advertisement is well constructed to connect definitely the name Heyman's with phonographs. It does not insult your intelligence by doing your thinking for you, and yet it leads your thoughts.

Your advertising of course should take advantage of timely incidents, such as the visit of Harry Lauder to town, or any other musical celebrity. It should also "hook up" with the manufacturer's publicity.

The first important thing in selling right, then, is good distinctive advertising, different from what other houses are doing.

CAPITAL AS A FACTOR IN BUSINESS SUCCESS

(Continued from page 22)

still poor, and two of the original partners no longer actively connected with it.

Maintain Sufficient Working Capital

The other instance was that of two young fellows who had worked up a nice little business in a line which was largely sold to builders. Ultimately its growth warranted them seeking additional capital. For the purpose of doing this they organized a joint stock company. Unfortunately they lost their heads when the additional capital came into their hands, and made the fatal mistake of investing nearly the whole of it in a new building and an extensive line of new goods, notwithstanding that a large portion of their business was done on long terms of credit. It was not long before their last state was worse than the first. To-day the business is in the hands of a liquidator. Had they reserved a fair portion of their funds for working capital they would undoubtedly have been in business to-day.

Locking up Capital in Overdue Accounts

To have a relatively large part of capital locked up in overdue accounts is even worse than having it tied up in dormant or excessively heavy stocks, particularly when, as is too often the case in the retail trade, interest is not exacted. A dealer who permits this necessarily needs a larger working capital than he whose business is either conducted on a short term credit system or a strictly cash basis.

Whether the 30.3 per cent. of the failures in the U. S. were directly or indirectly due to lack of capital, the figures convey at least one lesson, and that is the importance of men having an adequate supply of the necessary article when they start into business and of keeping it working at the highest possible pressure year in and year out.



Why we Chose the Pathé Line

"WE have chosen Pathe products because they have an international reputation; because they are reliable; because dealers can sell them with the knowledge that customers will stay satisfied.

"We chose the Pathephone because it has a 'Violin' Sound Chamber of resonant wood that adds warmth and mellowness to tone. Because it plays with a polished Sapphire ball that never has to be changed and never scratches records (like sharp metal needles.)

"We chose Pathe Discs because they reproduce more truly. Because they are more durable, showing no signs of wear after years of use. Because they are cheaper—**All** Pathe records from dance music to grand opera are double-disc. A single price pays for two selections. Because Pathe Discs reproduce not only the voices of singers who are enjoying triumphs in America, but also the voices of famous European artists who have never sung in this country. Finally, we chose Pathe Discs because the indications are becoming clearer and clearer daily that the public will demand Pathe records, no matter what make of machine they own."

THE HALLET & DAVIS PIANO CO. (Established 1839)
NEW YORK

Pathé Frères Phonograph Co. of Canada, Limited

Factories and Head Office, 4-6-8 Clifford Street, TORONTO, Canada

Western Distributors: R. J. Whitla & Co., Winnipeg, Man.
Maritime Province Distributors: H. L. Hewson & Son, Ltd., Amherst, N.S.
C. W. Lindsay Limited, Montreal



An Enlargement of the
Pathé Sapphire Ball
and Pathé Record Grooves

That Hamilton Furniture Picnic

Latest and best of series of annual gatherings



Percy Brown telling secretary Nash he would do things.

The "Beauty" parade. The blur in the centre is Alf. Rogers, turning a handspring over an obstruction after Bert Menzies balled him out as a "ringer." Bert is beating time for the contestants lockstep.

Geo. Wilkinson and his hat. It prevented many a player from reaching first base.

THE best in the series of annual gatherings was the last picnic of the Hamilton Furniture Dealers' and Travellers' Association, held at Hamilton Beach, on Wednesday afternoon, July 18. The slogan for this year was, "We come to do thee good," and it was carried out to the letter.

Quite an imposing procession of automobiles carrying the Toronto gang of dealers and travellers left Sunnyside under the superintendence of Bert Menzie, and they arrived in time to see the Hamilton dealers conclude their baseball game with the travellers, trimming them to the tune of 11 to 4.

The travellers, with their blood up, then challenged the Toronto dealers and were again defeated, the score being 7 to 6. The Toronto dealers' players were Montgomery, Wilkinson, Henderson, Bagshaw, Tadman, Curtiss, Broderick and Welch. Their opponents were Beney, Adams, Pearson, Brown, Robertson, Mackie, Armstrong, Biggar and Menzie. It will be noted that Eddie Bagshaw who pitched for the dealers was a "ringer," which may account for the tight score. Besides, George Wilkinson's new dicer kept many of the travellers from travelling past first base.

However, everybody seemed satisfied and started in immediately with the sports, Clarence Coryell being official decided on the merits of the various kicks and putting in the list of winners of the various events. Pat. Sommerville was starter of the races, and Jas. Malcolm was the judge of the tug-o-war event, which also was favorable to the dealers, after about 400 sympathizers tugged on the end of the dealers' rope.

The "beauty contest" for the most handsome furniture dealer present at the picnic was easily won by Louis Yolles with a vote of 33; the runners up were Guy Luke with 18 votes, and Frank Walker with 16. Frank had a fancy new straw hat with lovely ribbon for the occasion, but it didn't work, as Bill Beney told him, "it was a beauty contest, not a millinery show."

The fat man's race for those over 219 pounds was won by Tom Inglis with Tom Biggar second. It was commented on by many of the dealers when they saw the line-up in this race, how prosperous were the travellers, and expression was given to the old election campaign cry, "Where did the money come from?"

The furniture employees' race was run in two heats. Bill Day, D. Young and D. Shea were the winners in the married men's section, and A. Lowrey, H. Henderson and J. Anderson in the race for single men.

The three-legged race was won by Anderson and Lowrey; and the running backward race by W. Day, though Eddie Bagshaw nearly won by running forward till near the tape.

T. W. Young, with Welch's, Toronto, won the guests' race; A. Lowrey, the smoking contest; and Tom Inglis beat Gordon Henderson in a special matched race.

Another matched race was that between Bob Coryell and Minchiner, Bob won, of course.

Bagshaw entered the smoking race with pipe lit and wondered why he didn't get first, until Pat Sommerville showed Eddie he had the wrong kind of a pipe.

Following the games a group photo was taken. Prominent in the group was Menzie with his auto and Vivian's girl. Bert always was a ladies' man.

The banquet menu was fit for the gods, but why, oh why, did they put the fat fellows to serving the eats. The menu was a fine one, running the gamut from soup to nuts; Bill Pearson says it should read nits.

A decided surprise was the concert furnished during supper by the "shrapnel dodgers," three returned soldiers, who with the aid of one-string cello (made of a tin biscuit box, a piece of a door panel, and a string of steel wire), a kazoo and a piano, rendered a novel program of musical numbers and songs.

The moonlight ride back to Toronto, by autos, was not the least of the enjoyable features of the day. The prizes won were well worth while contesting for, and the winners were jubilant over their success.

The committee having charge of the affair certainly did their utmost to make things pleasant, and they succeeded well. With Frank E. Walker, Guy Luke, W. E. Nash, J. Davidson and all the other members of the committee, nothing was left undone that could have been done. We are already looking forward to 1918.

KINDEL AT THE EX.

Messrs. Clark, Dunke and Lamb, three "Kindel" men, will be in charge of the Kindel Bed Co.'s booth at the Toronto Exhibition, and will be glad to show their customers and friends the many good qualities of the Kroehler bed davenports, kodavs and davenos.

OVER-PREPAREDNESS

A mail order house recently received the following letter from a customer: "I am returning the twin-baby carriage I ordered last month. Please send a single carriage in its place."

The Mandel

The Quality Phonograph Plays Any Disc Record

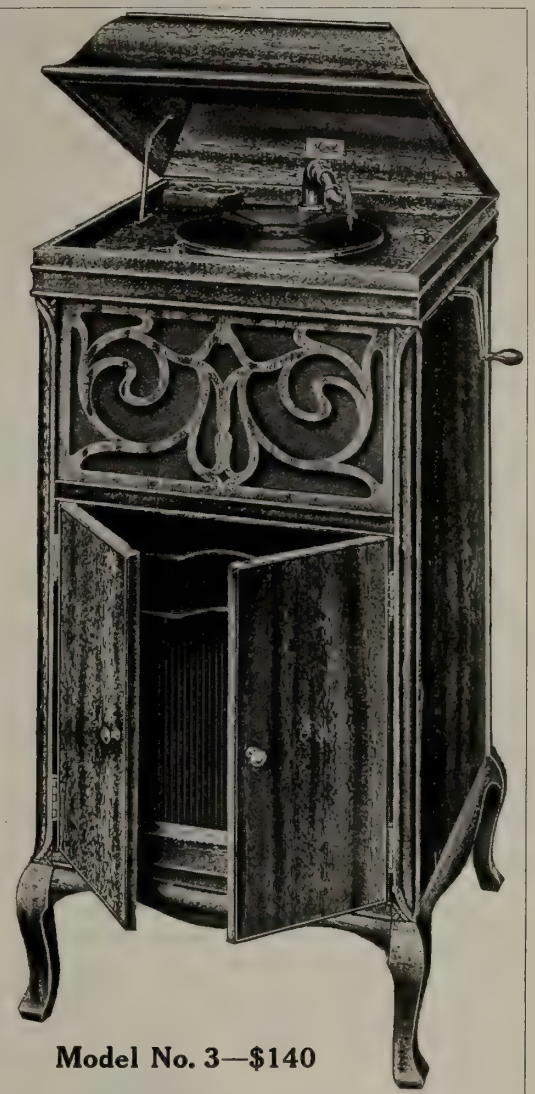
The proof lies in the endorsement of over two thousand dealers who are now selling the Mandel. Who can question the intelligence of this army—**2,000 strong?** Can **you** ask for more substantial proof of quality?

Not Merely Assembled Completely Mandel Built

Few talking machines are really built, but the Mandel is manufactured by us in its entirety. It is one of the few phonographs that is not merely an assembled machine.

The Mandel is mechanically and scientifically correct—phonographically speaking. The Mandel motor insures maximum efficiency and service. The Mandel tone arm and sound box (reproducer) are built upon principles designed along common-sense ideas.

Thus the manufacturer's responsibility is behind the product. The Mandel must satisfy. That is our guarantee.



Model No. 3—$140



Model No. 6—$100

Big Value to the Consumer Liberal Profit for Dealer

This combination spells success. Large quantity output, plus factory-to-dealer distribution method, insures economy in production. The dealer profits—the consumer profits. The Mandel phonograph embodies honest value. It is built to sell and stay sold because of its intrinsic merit.

RETAIL PRICES:

$50, $100, $140, $210, $350

WRITE TO-DAY

Mandel Phonograph Company, Limited

OWEN SOUND, ONT.

DISTRIBUTERS

J. A. McLAUGHLIN, Representative
84 Riverdale Avenue, TORONTO.

INQUIRIES OF INTEREST TO THE TRADE

Recent trade inquiries received by the Department of Trade and Commerce at Ottawa, include the following:

1010. Iron and brass bedsteads. A London firm asks to be placed in communication with Canadian manufacturers of iron and brass bedsteads in a position to fill export orders.

1011. Bentwood furniture. A London firm desires the addresses of Canadian manufacturers of bentwood furniture.

1037—A furniture dealer in British Guiana would like to receive catalogues from Canadian makers.

1038—Iron bedsteads. Manufacturers of iron bedsteads might do well to send catalogues to a firm of furniture dealers in Demerara.

1056—A furniture dealer in Demerara asks for addresses of Canadian manufacturers of wicker furniture, cheap mats and carpets, and linoleums.

AN EASY WAY TO REMOVE OLD VARNISH

Nearly every furniture dealer is asked some time or other to do a job of refinishing for a customer, and the most troublesome part of the work is removing the old varnish. This can be done either with one of the patent varnish removers or by the quicker and cleaner dry method. This consists in coating the surface with a very hot solution of strong glue, applied thin, like thin varnish, and allowing the job to stand in a warm room over night. Next morning most of the varnish will be found hanging in flakes, and a little rubbing with sandpaper of the right degree of fineness will soon make the surface clean, right down to the wood, when it can be rubbed and made ready for the new finish.

The dry method of varnish removing has the added merit of not raising the grain of the wood. New varnish or stain can be applied as soon as the sand papering is finished. Care, however, is needed in both methods. If every bit of varnish is not removed subsequent coats will appear raised and uneven. This is detrimental to good work.



No. 337E, dresser, a new production of the Knechtel Furniture Co., Hanover Ont.

SHOULD YOU AGREE WITH HUSBAND OR WIFE?

An exchange editor tells in his paper that he recently had an interesting talk with a salesman, in which he brought up the point of whether a clerk in making a sale to husband and wife should support the opinions of the man or the woman.

Frequently a man and his wife will come in to choose an electrical fixture. The husband will probably favor one and the wife another. In such cases they invariably ask the clerk his opinion.

This salesman says that he has watched a good many such cases, and in nearly every instance the clerk approves of the man's choice. He says that he believes this a bad mistake. A man likes to feel that his wife has good taste in the selection of furnishings for the house and it generally pleases him to have the clerk approve of her choice even though the clerk rather belittles his own good taste in taking sides with his wife.

This salesman says that the proof of the value of favoring the woman's choice is shown by the fact that in such cases a sale is generally made, while if the clerk sides with the husband, they most often say that they will "see," and go away without buying.

Another point that the salesman should bear in mind —when a woman customer has a friend with her—is to sell both. Women quite often shop in pairs, and some clerks are inclined to give all their attention to the prospective customer and none to the woman who accompanies her. This is not good business. The second woman is a friend of the one who buys and has come along as an adviser. If you do not sell to her she will find fault with the goods, probably ask to see something else or suggest that they look elsewhere. If you take her into the sale from the very first, accord her a position of an authority and simply ask her to agree with you, she will generally do so.

IVES BEDS IN WESTERN CANADA

J. D. MacBeth, who for a considerable number of years has been managing the Montreal branch of The Ives Modern Bedstead Co., Ltd., of Cornwall, Ont., is going to Winnipeg to take charge of the company's business in the west. The selling end of the Ives' business in Montreal will be taken care of by Messrs. John A. and George Larocque. Mr. St. Hilaire will continue to represent the company in Quebec province outside of Montreal.

The Victoria Talking Machine Co., Ltd., Winnipeg, has been incorporated with a capital stock of $20,000 by J. Horn, J. T. Maloney, May C. Smith, and others, to manufacture musical instruments, talking machines, etc.

PETERBOROUGH FIRM DEVOTES WINDOW TO TALKING MACHINES

During a recent visit of an editor of the Furniture World to Peterborough, Ont., the Home Furnishing Co., Charlotte St., were devoting their entire window to talking machines and records. The records were arranged on the window floor and machines at the side.

Individuality in Business and How to Develop It

It is well for the merchant to study what others are doing, but he who would attain success must be an originator and not an imitator.

By WILLIAM LEWIS EDMONDS

WHILE there are certain fundamental principles which all business men must follow if they would attain success, yet it is those who employ them in the most unique and original way who become the big men in the mercantile world.

In business as in science, it is always a wise thing to study what others are doing in the same field of operation. But it is never a wise thing to do this and nothing more. For it makes men merely followers and not leaders. And a follower is never at the head of the procession. He may win the second prize, but he will never win the first.

That which marks success in any vocation, business or professional, is originality.

Naturally, some men possess more of the quality of originality than others. But every sane man possesses a measure of it. There can be no doubt upon this point. For every man is himself and no one else. In other words, every man has an individuality that is distinctly his own. John Jones may be like John Smith in many respects, but he isn't like him in every respect. And it is in the respect that he is not like him that enables him to work out his originality or to develop his individuality.

If the merchant is a particularly good business man, it is well that the clerk who is in his employ should study his methods. He will be all the better business man if he does. But if he merely studies his methods in order that he may imitate him, he will never be an outstanding success, no matter how successful his employer may be. He will just be an automaton; and it doesn't require ability of a high order to be that.

Even a man possessing much native ability becomes an automaton if he is so lazy. mentally, that he never does anything but follow or imitate those who are even outstanding examples of success in their business ventures.

An imitation is never the real thing.

Naturally we are all influenced to a more or less extent by the actions and methods of other men. And even the business man of outstanding success is no exception to the rule. But when he who is a really up-to-date business man gets an idea from the methods or practices of a fellow merchant, he does not set to work to imitate him in exact detail. On the contrary, he carefully considers how in developing it he can improve upon it in order that he may give it a touch of his own individuality.

For example, he may see a display of a certain line of goods in the window of a competitor that strikes him as being particularly good. But he doesn't return to his own store and attempt to imitate it. On the contrary he uses it as suggestion whereby he is enabled to work out something which is enabled to work out something which is entirely different, although it may embody some of the principles which he saw in the other display. That is the difference between the man who calls into operation his own personality and he who is merely an imitator.

It may be better to imitate than to do nothing. But the business of he who imitates will never be anything but a humdrum affair. It will never wake up customers and bring them to his store to see what is going on.

In order to make the store a potent force for drawing customers, it is not a high degree of mental ability that is demanded, although the more natural ability that a business man possesses, the better it is of course

But what is wanted more than that which we are accustomed to term inherent ability, is persistent and systematic thinking, in order that the business man may work out from his own mind, and not from that of others, schemes that will create effects. In other words, schemes which will give character and individuality to his business

Of course action is just as necessary as thinking, for the one is the handmaid to the other. Unfortunately there are some men who do a lot of thinking, but are so lazy, physically, that very little of their thought is transformed into action, just as there are some men who are so full of action that they have little or no time for thinking.

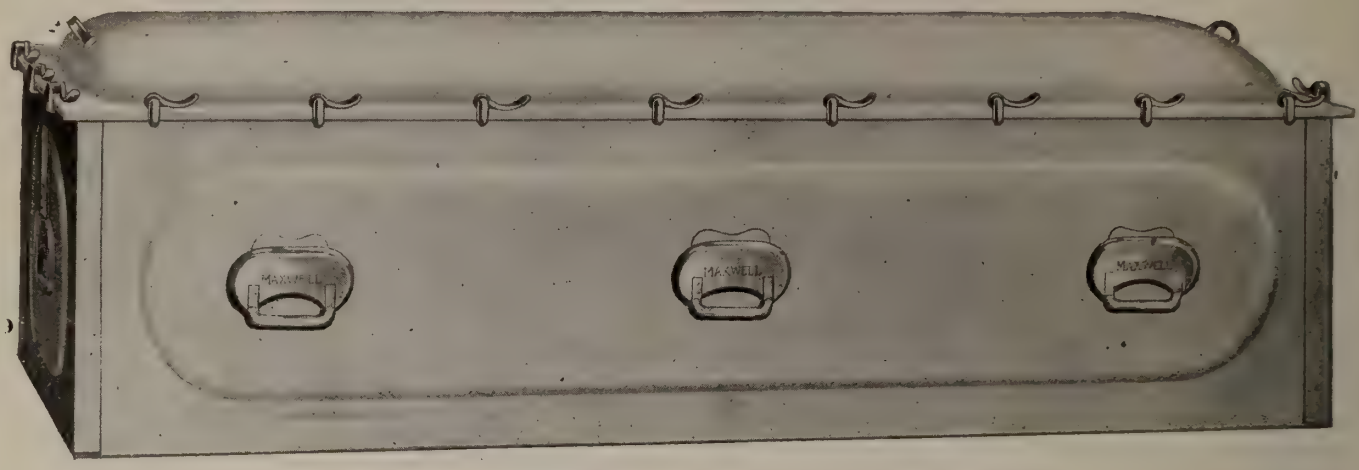
I have one man in mind who is one of the deepest readers and profoundest thinkers of any business man I ever met. But the only thing he works well is his tongue. And he'll keep that going relating his fads and fancies until you are sick and tired of him, and prefer to avoid his company rather than to court it. He is now a man well past sixty and has never made a success of anything. His latest business venture is chicken farming, and if I am not mistaken that will also eventually fly away from him.

Most of us need to be stimulated both in our thinking and our acting. And in order to create the necessary stimulus there needs to be system. This, too, is within the possibility of every sane man. All that is needed is the exercise of a little will power.

Every business man, every clerk, ought to set aside a fixed time each day (most men will probably find the evening or night the most convenient) when, with a pad and pencil before him he can quietly sit alone and meditate upon the various phases of his business, such as buying, selling, advertising and window display methods, and to consider what are the most important matters that should receive his attention on the morrow, a note being made of all his conclusions and decisions. This done, he should check over the notes he had made on the previous day in order to ascertain the extent of his omissions and commissions. At first he may experience a little difficulty in keeping his appointment with himself, but eventually it will become a habit, and then to meditate at a fixed hour each day will be second nature to him.

By working to a system such as that here briefly outlined, the business man or the clerk will soon discover that while he is accomplishing much more every day, his life will be less irksome and his business more progressive.

Maxwell Sanitary Steel Vaults



Advance in Prices Necessary.

Our Customers are Assured of Superlative Quality and Prompt Delivery.

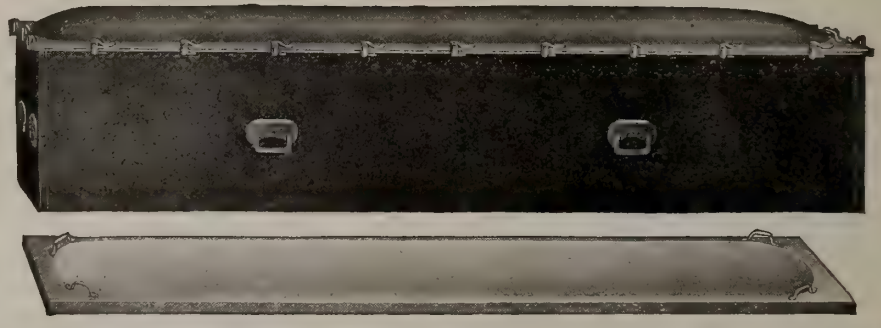
Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned. Design and Construction Unequaled.

Carried in Stock by All Leading Jobbers.

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $30.00; Without Tray $28.00; Tray Alone $5.00

Sold by all leading jobbers. Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

All in Readiness for the Big Convention

Canadian Embalmers' Association complete program for their 34th annual gathering—Prof. Dhonau will conduct school — Annual picnic to be greater than ever.

THE final touches are being put to the program for the annual C. E. A. convention at Toronto, which this year wil be held on Tuesday, Wednesday and Thursday, September 4, 5 and 6—during the second week of the Toronto Exhibition. Secretary Fred W. Matthews has been a busy man the past several weeks getting the various details whipped into shape.

Convention meetings and the School sessions will be held as usual in the Anatomical Building of Toronto University, and following the convention the Board of Examiners will conduct their semi-annual exams. for those wishing to take out embalmers' certificates.

The Executive in arranging for this year's School and Convention have been fortunate in again securing the services of Prof. Chas. O. Dhonau as lecturer and demonstrator. The professor gave such satisfaction last year that his coming again will be both pleasurable and interesting to those who attend.

Prof. Dhonau is president of the Cincinnati College of Embalming, and is also pathological instructor at the Cincinnati General Hospital. He is greatly interested in research work, and the students have a treat in store for them. Embalming nearly all the bodies of those dying in the hospital, Prof. Dhonau has since last year's convention handled 1,003 cases.

The first session of the school will open on Tuesday, August 28th, in the Anatomical Building of Toronto University, and continue throughout the week.

The Executive can arrange to have students spend two or three weeks' time with some Toronto firm to give them practical knowledge before entering into their studies with Prof. Dhonau.

All those who attend the School will have the privilege of attending the Convention. The Lectures and Demonstrations will be helpful to the new as well as the older members.

There will be several fresh Cadavers for demonstration purposes.

THE EXECUTIVE OFFICERS FOR 1917

ROBERT NUGENT	President
N. B. COBBLEDICK	Past President
F. J. McARTHUR	1st Vice-President
NORMAN L. BRANDON	2nd Vice-President
A. R. COLTART	Treasurer
F. W. MATTHEWS	Secretary

All who intend to be at the School please notify the Secretary as soon as possible.

The Professor wishes everyone who purposes attending the School to be in attendance the first morning; those who do not will be the losers.

The School Program

Tuesday, August 28th—

9 a.m. Introductory talk. Visceral anatomy; cerebro-spinal cavity and contents; thoracic cavity and contents; abdominal cavity and contents. With demonstrations and practical studies.

2 p.m. Special work in visceral anatomy, including demonstrations and topographical work.

Wednesday, August 29th—

9 a.m. The circulatory systems. The systemic circulation; pulmonary circulation; portal circulation; foetal circulation, their functions, etc. Capillary and collateral circulations. New studies of the circulatory systems and their significance in embalming.

2 p.m. The circulatory systems. The systemic circulation; the aorta artery and its branches; the vena cavae and their tributaries.

Thursday, August 30th—

9 a.m. General review and special work in all branches covered up to this time. Demonstrations of the vessels used in embalming. The injection of fluid and removal of blood—descriptive and operative.

2 p.m. Hygiene and public health. The embalmer and his work of conserving the health of himself and patrons; practical studies of communicable diseases, and the methods used in rendering them safe. Practical studies of the materia of disinfection, etc.

Friday, August 31st—

General review; special information; examination practice. Any other work necessary to accomplish the purpose for which the C. E. A. School was organized.

SPECIAL NOTICE—Students should report to the sessional financial secretary as early as possible Tuesday morning, August 28th, in the Anatomical wing of the Biological Building of Toronto University. Students should come prepared with blank books suitable for taking notes and preparing drawings.

The Convention Program

TUESDAY, SEPTEMBER 4TH

The Officers will receive members at 9 a.m. to 10.30 a.m.

10.30 a.m.—Prof. Chas. O. Dhonau will give a short introductory talk, covering the subject of his lectures and demonstrations.

AFTERNOON SESSION

The Secretary will be present at 1.30 p.m.

1.30 to 2.30—Open to give members of our Association an opportunity of addressing the Convention on any subject beneficial to the profession.

Following this discussion a short talk on "Salesmanship," will be given by one of the officers of the Association.

2.30—President's address.

3 to 4.30—Lecture by Prof. Dhonau.

The mechanics and chemistry of blood removal with the role played by the so-called blood solvents in the process. "The spot light of science on a misunderstood operation.'

The professor's work will all be presented in understandable language, and demonstrations will be made whenever it is necessary to do this to make the work more valuable.

WEDNESDAY, SEPTEMBER 5TH

9 a.m.—Secretary's report. Treasurer's report.

9.30 a.m.—Lecture by Prof. Dhonau.

The art of embalming reduced to a science—an ideal. "A practical study of what has been accomplished in that direction."

Four factors in embalming. An original presentation of the fluid, the vascular system, intra-vascular pressure, and the importance of fluid quantity in their relative roles in the work of the scientific embalmer, based on experimental research work by the lecturer.

AFTERNOON

Ball Game, Picnic, "Deacon's" Talk!
Meet at 1.30 at Bay St. Dock!!

At which time we will leave on Steamer "Mayflower" for Island Park, to run off our races and play our games.

Come along and try for some of the beautiful trophies donated by the manufacturers. Don't miss this. Come along. All welcome.

Following the games we will adjourn to Hotel Manitou for dinner, and to hear "Deacon" Henderson, in his own inimitable style, address the gathering in an after-dinner speech.

During and after dinner, Charlie Musgrave, Bert Harvie and their corps of assisting artists will entertain with mirth, music and melody. And at its conclusion the prizes will be distributed, and the result of the contest announced. Be sure you are there.



PROF. CHAS. O. DHONAU.



PRESIDENT NUGENT.



"DEACON" HENDERSON

THE BIG THREE OF THIS YEAR'S CONVENTION.

THURSDAY, SEPTEMBER 6TH

9 a.m.—Reports and unfinished business.

10 a.m.—Lecture by Prof. Dhonau.

Firmness, natural rigor mortis, and acquired rigidity. An original presentation of the chemistry of these conditions based on the experimental research work done by the lecturer.

11 a.m.—Election of officers and general business.

AFTERNOON SESSION

2 p.m.—Installation of officers by retiring president, followed by conclusion of unfinished business.

3 p.m.—Concluding lecture by Prof. Dhonau.

Question Box, and such special work as may be deemed advisable.

Big Picnic and Dinner

The amusement side of this year's convention will be the big picnic, games, dinner and entertainment, on Wednesday afternoon, September 5.

The program of the sports for Wednesday afternoon, September 5th, is as follows:

1—A real ball game between the Travellers and the

Funeral Directors. The teams will be captained by Bob Flint and Norman Craig.

2—100 yards, open to members under 25 years.
1st prize—Case of Canicula Embalming Fluid.
2nd prize—Donated by St. Thomas Metallic Vault Company.
3rd prize—Box of cigars.

3—75 yards, open to members between 25 and 35 years.
1st prize—Door drape, donated by Central Casket Company.
2nd prize—Bottle of Hydroform and quart bottle Benzol soap, donated by H. S. Eckels & Co.
3rd prize—Box of cigars.

4—Fat Man's Race, 200 pounds or over, open to members.
1st prize—Donated by Dominion Manufacturers.
2nd prize—Donated by H. L. Godin.
3rd prize—Donated by D. M. Andrews.

5—Ladies' 50 yards dash—Open to wives of undertakers. Prizes donated by Elliott Brothers, Prescott, Ont.
1st prize—Lady's fine burial robe.
2nd prize—Umbrella.
3rd prize—Hand bag.

6—(Special) "Evel" Handicap Race, 75 yards, open to proprietors actively engaged in business. Prizes donated by Evel Casket Co.
1st prize—Half dozen No. OX 3930, silver handles; value $7.75.
2nd prize—Lady's silk robe; value $5.00.
3rd prize—Gent's robe, value $3.00.

7—Assistants' Race, 100 yards, open to students at this year's school.
1st prize—24 months' paid up subscription to Canadian Furniture World and The Undertaker.
2nd prize—18 months paid up subscription to Canadian Furniture World and The Undertaker.
3rd prize—12 months' paid up subscription to Canadian Furniture World and The Undertaker.

Try for a prize. Come to the picnic. All welcome.

The games will be followed by dinner at Hotel Manitou. During its course, musical numbers will intersperse the proceedings, led by that musical man, Charlie Musgrave. Bert Harvie will be there, too, in character songs and sayings, and Jack Kelly, with his funny dolls, will sing, "Has Anybody Here Seen Kelly —Like Kelly Did."

There will be several fresh Cadavers for demonstration purposes.

All who intend to be at the School should notify the secretary as soon as possible.

Why You Should Come

THERE are so many features to this year's Convention that it is advisable for members to make early arrangements to be present. Be sure to take in the picnic and games, on Wednesday afternoon.

Every member in good standing as he registers at Convention Hall will receive a complimentary ticket, entitling him to all the privileges of the picnic, games, dinner and entertainment.

Get in on the Drawing Contest

Besides, he will receive, as he registers, a ticket entitling him to a guess in the drawing contest for a Champion Adjustable Cooling Board, presented by the Champion Chemical Co. This ticket should be handed in at the Champion Co.'s exhibit, 116 King St. W., (opposite Prince George Hotel). Announcement of the winner will be made after dinner, on picnic day.

The Champion Cooling Board is one of the newest of the Champion Chemical Co.'s productions, and the one presented is the first to be brought into Canada. It is mounted on wheels, has adjustable head and foot rests, can be folded into small space, and operated by one man.

Nova Scotia Directors' Convention

President G. E. Nichols, of the Nova Scotia Funeral Directors Association, has issued his call for the annual meeting of that organization, which will be held at Halifax, on August 14, 15 and 16. The various sessions will be held in Snow & Co.'s parlors, Argyle St.

The program as arranged is one of the best in the history of the Association. Prof. C. F. Moadinger, New York, will be the lecturer and demonstrator. The professor has lectured before the National Association of the U. S., and is at the present time chairman of the N. Y. State Board of Embalming Examiners.

One of the special features will be a showing of The Casket's educational moving pictures, which will be run off during the morning of one of the convention days, and which will show demi-surgery, funerals conducted by leading undertakers of America, and funerals conducted in foreign climes.

The neat little program gotten out by the officers, reflects great credit on their initiative endeavors. Assisting the president are Vice-President A. W. Murray, Sgt.-at-Arms Joseph Spencer, Chaplain J. A. Logan, and Sec.-Treas. Cecil E. Zink.

FUNERAL DIRECTOR'S SON INJURED

Chas. C. Nichols, son of G. E. Nichols, manager for James Ross, funeral director at New Glasgow, N.S., and president of the Nova Scotia Funeral Directors Association, had the misfortune to have his hand badly injured at the Steel Furnishing Works in his home town on July 9. The injury was caused by a machine that has been fatal to the finger tips of ten boys during the past year or so. Young Nichols is sixteen years of age, and is full of patriotic fervor, and some months ago tried to enlist, but could not on account of his age. He is a school boy, and one of the best members of the Cadet Corps. For the past six weeks he has been working on his uncle's farm at Annapolis, and just came back and went to work to do his bit during vacation. He was particularly fond of music, and had spent much time in practising pianoforte which he will now have to abandon. His father, G. E. Nichols, is of the opinion that the machine was unsafe.



Hotel Manitou, Centre Island, where dinner and picnic will be held.

Hints and Helps for the Embalmer

By Howard S. Eckels, Ph.G.
Dean of Eckels' College of Embalming, Philadelphia, Pa.

Written for Canadian Furniture World and The Undertaker.

A correspondent writes from Vermont to relate that recently he was called upon to disinfect a room in which there had been a death from a contagious disease; that he used the Permanganate of Potash method and that the heat was pouring into the room so that when he was through, the temperature was high enough to make conditions ideal for disinfection. Fortunately, he says, he tested his work with the assistance of the State Board of Health and found that he had not succeeded in destroying the germs, although he used an even larger portion of the mixture than the cubic contents of the room would seem to have demanded.

I do not consider the Permanganate of Potash compound as effective as the Formochloral Gaseous disinfectant, but either, I am afraid, would have been unable to disinfect a room into which dry heat was constantly pouring. Moisture as well as warmth is essential. One of the first rules of disinfection is, to "stop-up" the stove-pipe hole, if there is one in the room, or



New Sayers & Scovill motor hearse added to the equipment of the F. W. Matthews Co., Toronto.

to carefully seal the register, if the room is heated with hot-air. This is necessary for two reasons: First, the atmosphere must contain a certain element of moisture which dry furnace heat soon would destroy. Second, it creates an air blast which will force the disinfecting gases out of the room through the smallest crevices.

The next time, if our Vermont friend will observe these precautions, I will be willing to gamble on the result.

* * *

A friend from Texas (Waco) writes: "I have been having fine success with the axillary method, but the other day had a case where results were not satisfactory. Here are the facts: Body average size, dead of liver trouble, embalmed by axillary artery eight hours later. Buried next day, but one. Preservation was first-class, but face was somewhat discolored. I took away as much blood as I injected fluid. What was the trouble?"

Liver cases are among the most difficult with which the embalmer who is jealous of his reputation has to deal, since they present unusual obstacles to cosmetic effect. To overcome them I would recommend in many cases, the method I have devised for jaundice cases, as follows: Raising the carotid arteries and injecting up into the face, into each one of them, about six ounces of pure, clear water. Then using eight ounces of peroxide fluid with an equal quantity of water, making a pint, and injecting this up into the carotid arteries, eight ounces on either side of the face. Then injecting the same fluid in its full strength through one carotid artery towards the body. Drain the axillary vein, starting it to drain even before injecting the carotid arteries.

In extremely difficult and badly discolored cases this will be found a very efficacious treatment, even aside from the bleaching effect of the peroxide of hydrogen.

* * *

Embalming Hints

"How can the embalmer distinguish the artery from the vein?"

I note that elsewhere in your letter you say that if the embalmer were to place an arterial tube in a vein the fluid seldom would flow. Now, if this were true, the embalmer would, in the majority of cases, by making such test, prove that if the arterial tube was in any blood vessel, which could readily be injected into, that this must be the artery. The fact is, that this is not the case because fluid injected in the vein towards the heart would flow as easily as though the artery were being injected.

It is only when we reverse the arterial tube in the vein, injecting into the vein towards the hand, that it is difficult to inject fluid. Therefore this is one of the most satisfactory tests to distinguish the artery from the vein.

Fluid will flow in the brachial or axillary artery when injected towards the hand and its circulation through the tissue shows up very promptly. Hence, whenever the embalmer is in doubt whether he has the vein or the artery, this test is one of the most satisfactory and certain tests that he can apply.

TRIO OF MOTOR ACCIDENTS

It is not only a peculiar coincidence that three motor accidents should occur in less than that number of weeks involving the firm of Jos. C. Wray Bro., Montreal, wherein one of their Winton Six ambulances on a hurry-up call, ran over a motor cyclist, whose machine skidded in a turn on wet pavement; and the demolishing of a second ambulance by a tramway car, whose motorman lost control; and the running down of Jos. C. Wray, pedestrian, July 16, by a speeding autoist, but the thing that makes these regretable entanglements doubly noticeable is the fact that in the first accident the ambulance passed over the cyclist without touching him, and he received little more than a bruise from his fall; in the second accident no one was injured, and in ten days the conveyance had been rebuilt and ready for duty; and in the last accident Mr. Wray, who was thought to be seriously injured, proved to be slightly shocked and bruised, having a small scalp wound on the head, and from latest reports is resting at the farm, and feeling quite subtle again.

Sulphur is a most effective agent in fumigating rooms where fleas, bedbugs, flies, moths, or other animal parasites are the offending material, other than the vegetable organisms known as bacteria.

SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted **DIOXIN**, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He **KNOWS** that he has the Best Fluid in the world and he will tell you **WHY**.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using **DIOXIN**.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit **DIOXIN** Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out **DIOXIN** as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that **DIOXIN IS** the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before **DIOXIN** will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

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TORONTO, ONTARIO, CANADA

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Manufacturers of
Motor and Horse-Drawn Funeral Vehicles.

Combination Hearse and Undertaker's Wagon mounted on extended Ford Chassis
Sold to F. C. KILBREATH & SON, SARNIA, ONT.

MANUFACTURER KNOWN TO PROFESSION

Successful as a manufacturer; successful as an organizer of big enterprises; as a promoter of a new and untried invention; as a banker, as a financier, as a citizen, as a social and philanthropic leader, John Maxwell may well be considered a thoroughgoing success in life. One of the best known men in the casket manufacturing industry, he left that to become equally well known as the president of the Maxwell Steel Vault Company, of Oneida, N.Y., and as the perfector and developer of the Maxwell vaults and shipping cases.

Mr. Maxwell was born at Lyndon, N.Y., in 1845. His first noteworthy business experience was in the molding business, and in 1873, he was superintendent of the Empire Molding Works, of Rochester. The year following he entered the casket making industry, and opened a manufacturing plant in Rochester. In 1879, he removed his plant to Oneida. It was at that time that Mr. Maxwell organized the Chappell, Chase & Maxwell Company.

In 1890 this company consolidated with the Stein Mfg. Co., Rochester, and the Hamilton, Lemmon & Arnold Co., of Allegheny, Pa., and thus was organized the National Casket Co. Mr. Maxwell retained the management of the Oneida branch of this big company until 1908, when he retired from the casket industry.

In 1906 Mr. Maxwell perfected the original designs for and began the manufacture of the Maxwell steel burial vault, since which time he has devoted himself to the perfecting of Maxwell goods and the developing of the steel vault business. Being one of the pioneers in the casket industry, Mr. Maxwell was enabled to recognize and supply the requirements of the trade.

John Maxwell has also been active in other industrial and financial organizations. In 1887 he promoted and organized the Oneida Savings & Building & Loan Association, of which he was president for seven years. This association has been the means through which many of the citizens of Oneida have secured their homes. It has been a source of much social and civic well being. In 1913, he, with other leading citizens of Oneida, organized the Madison County Trust & Deposit Co., with a capital of $100,000, and a paid-in surplus of $50,000. He is a director and first vice-president of this institution, which has met with remarkable success, and has been the means of making Oneida the banking and financial centre for central New York state. Assets of the institution during the three years since its organization have grown from $150,000 to $1,450,000. while the deposits have increased from nothing to $1,300,000.

In addition to these commercial and financial enterprises, Mr. Maxwell has always been an enthusiastic and liberal supporter of the churches, charities and all movements for the public good. No worthy cause has ever sought his aid in vain. He has never sought political honors, but it may justly be said that his opinion upon any subject of public policy has great weight in the community.

READY FOR THE PARSON AND DEACON

Two little nigger boys were stealing walnuts in private grounds. One was up the tree, shaking the walnuts down and the other gathering them up. After the one had come down and they had gathered all the walnuts up, one said to the other: "Now, let's go to some quiet spot and divide them up evenly."

So they trotted up the street until they came to an old cemetery that had a stone fence around it. Thinking this a quiet spot they jumped over the fence, but in jumping over one dropped two walnuts. Soon an old parson was coming down the street and hearing strange voices in the cemetery he came over to the wall and this is what he heard: "Now, you take this one and I'll take this one—now you take this one and I'll take this one," and so on. He clampered down the road as fast as he could go until he met one of the church deacons who asked him what the trouble was. The old parson said, "My dear sir, the old world is surely coming to an end. The Lord and the Dibbil am up in the cemetery dividing up the dead."

"That can't be so," said the deacon, so the parson insisted on the two going back to make positive. Soon they got there and heard, "Now, you take this one and I'll take this one," etc., until finally the boys had them all divided evenly, when one said to the other: "Now we will jump over the fence and get the other two."

CHAMPION EXHIBIT OF CHAMPION GOODS

The Champion Chemical Company will display a complete line of supplies, elaborately arranged, at their former stand, North American Life Building, 116 King West, where Dr. G. W. Ferguson, Canadian manager. will be on hand to welcome visitors to the "Cozy Corner." Mrs. Ferguson, as registrar, will receive all tickets given out by Fred Matthews, for the grand prize to be presented to the funeral director holding the lucky number.

SARNIA UNDERTAKERS INSTAL NEW HEARSE

One of the finest auto hearses manufactured by A. B. Greer & Son, London, has just been completed and delivered to Messrs. Phippen & Simpson, Sarnia. It has the latest equipment that the designers of America have brought forward, and the body is put on a new Studebaker chassis, built especially for this class of work. The beautiful carved panels are of exquisite design and the symmetry is carried out perfectly and nothing apparently is overdone. The interior of the hearse is Circassian walnut of excellent grain, and altogether the hearse is a fine specimen. Both Messrs. Phippen & Simpson, as well as the manufacturers, are proud of this production.

INJURED IN FRANCE

Lieut. A. H. Ellis, son of Harry Ellis, undertaker, of Toronto, was injured in a motor cycle accident behind the firing line in France, recently. Lieut. Ellis went overseas with the Royal Flying Corps, but secured a transfer to the Mechanical Transport, where he acted as inspector of motor ambulances. It was while on his rounds of duty that he met with his accident, colliding with a big limousine. He was hurled to the roadway, sustaining cuts on both legs and an injury to his spinal column. He is now in hospital in France.

Rogers & Burney, Ottawa, have added a new Franklin ambulance to their equipment.

Wm. Speers, West Toronto, has added a new motor hearse to his equipment. It was built by Wm. H. Wattman, Toronto, and is a splendid car.

You have heard of the woman who was shot between the kitchen and the woodshed. But the Erie Dispatch recently went that story one better like this:

"The woman's body was found with two bullet wounds in the bath-tub."—Associated Advertising.

OFFERS SERVICES TO PROFESSION

Frank Hogan, who for several years has been well known to the funeral direction profession of Ontario, and more recently has been with the F. W. Matthews Co., Toronto, has opened an office for himself in the Arlington Hotel, Toronto, where he will place his professional services in embalming, at the disposal of funeral directors and undertakers. He will not undertake to conduct funerals, but will do first call work, demi-surgery, etc., and act as first assistant for undertakers needing his serves, at a nominal fee.

While this work is something new in Canada, it has been practiced in the United States for some years. Mr. Hogan holds two diplomas, being a graduate of the American College of Anatomy, Philadelphia, and a post graduate of the University of Michigan.

Besides, he has licenses granted him in Ontario, New York, New Jersey and Pennsylvania. Before coming to Ontario some years ago, Mr. Hogan had ex perience in New York City and State, besides some of the large centres of New Jersey.

In addition to his professional calls Mr. Hogan intends taking under instruction a limited number of pupils in embalming, and will give them both the theoretical and practical sides of the profession.

EXAMINATION FOR EMBALMERS LICENSES

A special meeting of the Board of Examiners was held at the Parliament Buildings, Toronto, on Thursday, July 26, to discuss and arrange for the semi-annual examination of candidates for embalmers' licenses at the close of the coming C. E. A. convention.

The examinations will be held in the Anatomical building of Toronto University, on Friday morning, September 7. Candidates wishing to take the examination should apply to the secretary, T. E. Simpson, Sault Ste. Marie, Ont., not later than September 1.

DOMINION MANUFACTURERS IN WEST

The Imperial Trust Co., as trustee, has advertised a meeting on July 27, of Dominion Manufacturers, Ltd., at Montreal, to consider the closing and sale of the company's branch factory at Prescott, Ont., and the purchase and opening of a factory at Winnipeg.

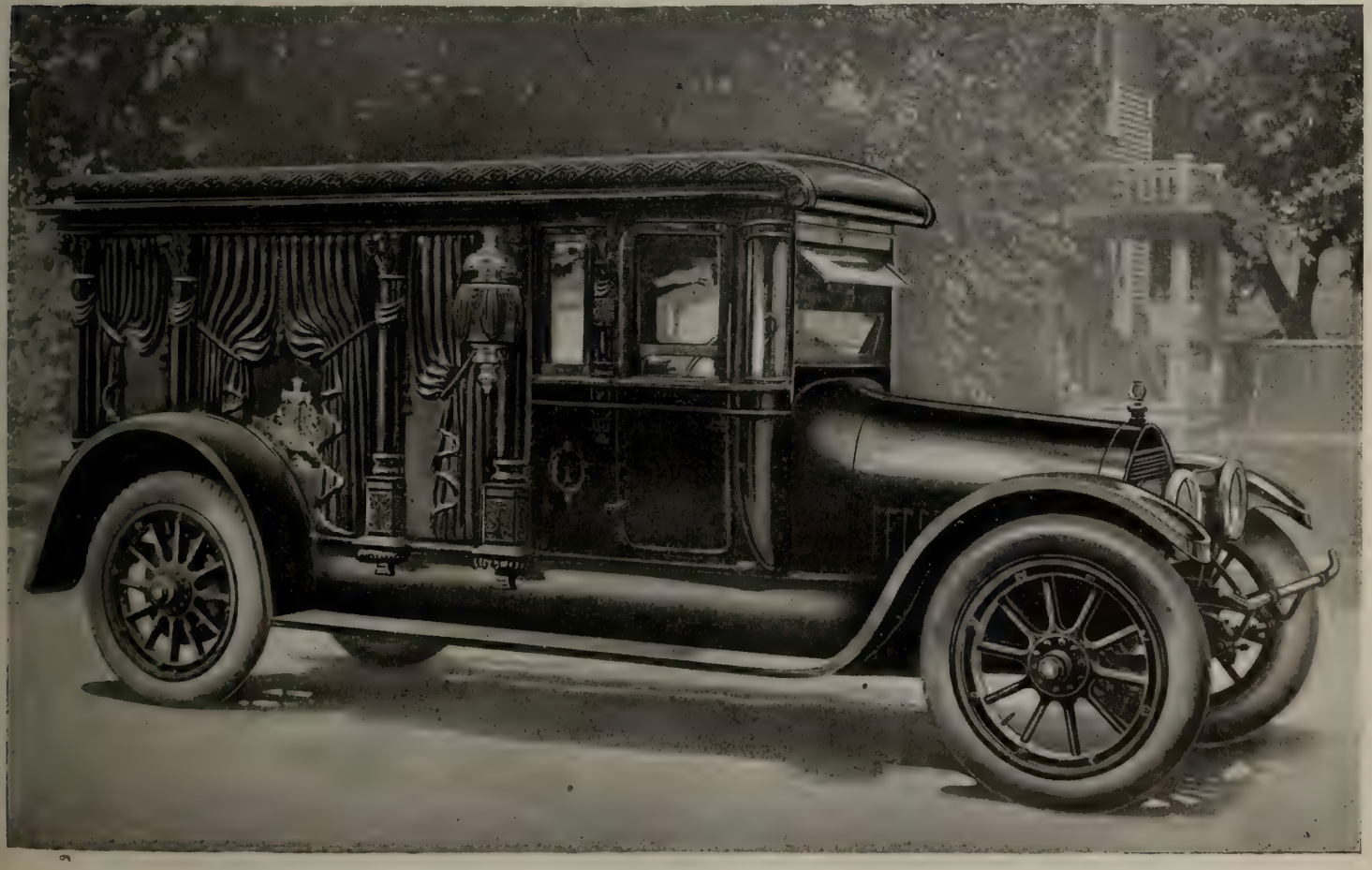
PROFESSIONAL NOTES

The Washington, Fleury Burial Co., of Toronto, has recently been registered.

B. L. Maybee, furniture dealer and undertaker at Tottenham, Ont., died recently.

Robillard & Lemieux, undertakers, of Montreal, have recently dissolved.

Fred Wray, 290 Mountain, Montreal, lately purchased the farm at Strathmore, 14 miles west of that city, formerly known as "Aqua Vista," (Water View). This is a beautiful place, several acres of which is on the water front of Lake St. Louis, where the shores at this point are noted for their admirable stone, large oak and maple trees, together with the rarest clinging vines and many berry bushes. After a few alterations and added decorations by the landscape artist, Mr. and Mrs. Wray and the eight younger Wrays, will remove from the Beaconfield summer home to this enviable country place, where the name is to be changed—most probably to a phrase meaning, "An Ideal Spot for Our Family."



New auto hearse built for Phippen & Simpson, Sarnia, Ont., by A. B. Greer & Son, London.

"BAKE" IN A NEW ROLE

I suppose we should write "role" as "roll," seeing that it is into the restaurant business Baker has graduated. At any rate everybody knows "Baker," until recently with the F. W. Matthews Co., and for three years past registrar at the C. E. A. convention. Norman, as he was christened, but which name he is seldom called, at the call of his country went into the making of munitions, and later still has opened up a first-class restaurant at 143 Yonge Street, up-stairs.



NORMAN BAKER
Who has given up embalming for catering to the inner man.

He calls it the "Pekin," and invites all his old friends in the C. E. A. who come to the convention, or are in town at any time, to come and "peek-in" at him.

As "chop suey" is a long suit at the Pekin, embalmers are asked when ordering to distinctly call the order by number on the bill-of-fare. There can then be no mistake that Doc Ferguson's fluid will be served. Mr. Baker's restaurant is one of the best in Toronto, and in its own particular line stands in a class by itself. It is spotlessly clean, and is served by a corps of white uniformed Chinese boys, who move about quickly and noiselessly. Regular meals are served at popular prices.

U. Bourgie, Ltd., Montreal, are applying for incorporation as funeral directors.

EMBALMING CORPS FOR THE FRONT

A movement is on foot in the U. S. to raise a corps of embalmers for professional service at the front in France, and an offer has been made to give the quartermaster general of the army such an auxiliary service. H. S. Eckels is the man behind the movement, which is known as the American Purple Cross Association. The matter has come before the Military Affairs Committee of Congress, and a bill has been prepared for presentation before the House of Representatives. The same bill has been introduced into the Senate by Senator Walcott, of Delaware.

The Association has received Governmental recognition, and it is the first time that a burial and embalming unit has been formed as part of the U. S. army. The passage of the Purple Cross bill by Congress will authorize the acceptance of the service of a trained, experienced and expert body of scientific embalmers in addition to those in the Government service, just as the Red Cross supplements the work of the medical department.

Many governors of the various states have endorsed the movement, as have the Pennsylvania legislature, and the funeral directors associations of New Hampshire, Pennsylvania, W. Virginia, and Arkansas. The State Board of Maryland has called upon Congress to enact the bill, and every undertaker in the country has been urged to write to his representative senators and congressmen, urging the passage of the bill.

In addition to this there is a proposition to raise a corps of 25 embalmers in Canada, as a unit in the U. S. Purple Cross division.

JOINS THE MATTHEWS STAFF

A new member has joined the staff of the F. W. Matthews Co., Toronto, in the person of J. W. Lodge, an experienced embalmer from Boston. Mr. Lodge is an Englishman by birth, who lived for several years in the U. S. When the war broke out he crossed the border and enlisted for active service with the 26th New Brunswick Batt., going overseas with the second contingent. He served 18 months in the trenches and was wounded twice, receiving his discharge recently.

Mr. Matthews was glad for both professional and patriotic reasons to make a place for Mr. Lodge, who is an experienced embalmer.

NEW auto hearse added by Wm. Speers, West Toronto, to his equipment. Built by Wm. H. Wattman Car & Body Co., Toronto.



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Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont.—
Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Hamilton—
Blachford & Sons,
57 King Street West.
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Huntsville—
Hilliar, Joseph.

Ingersoll—
McIntyres.
F. W. Keeler and R. A. Skinner, props.

Kemptville—
McCaughey, Geo. A.

Kingston—
Corbett, S. S.
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.

Orillia—
W. A. Strachan,
Successor to
H. A. Bingham.
Phone 453.
D. Clark. Tel. 159.
Mundell, J. A. Phone 126.
150 Mississaga St.

Oshawa—
Disney Bros.
Luke Burial Co.

Port Perry—
Disney, R. S.

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
William, P. R., & Sons, 519 Talbot St.

Stirling—
Ralph, Jas. Phone 102.

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Down & Fleming,
94 Ontario St.

Toronto—
Cobbledick, N. B., 2068 Queen St. East and 1508 Danforth Ave. Private Ambulance.
J. A. Humphrey & Son,
463 Church St.
Washington, Fleury Burial Co., 685 Queen St. E.
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Thedford—
Woodhall, J. B.

Wallaceburg—
Cousins, Burlington & Saint.

Welland—
Patterson & Dart
Sutherland, G. W.

Woodstock—
Mack, Paul.

Whitby—
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Tees & Co., 912 St. Catherine St. West.

NEW BRUNSWICK

Moncton—
Tuttle Bros., 164 Lutz St.

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Fitzpatrick Bros.
100 Waterloo St.

MANITOBA

Brandon—
Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
Clark-Leatherdale Co. Ltd.
232 Kennedy St.
Thompson Co., J., 501 Main

SASKATCHEWAN

Moose Jaw—
Broadfoot Bros.

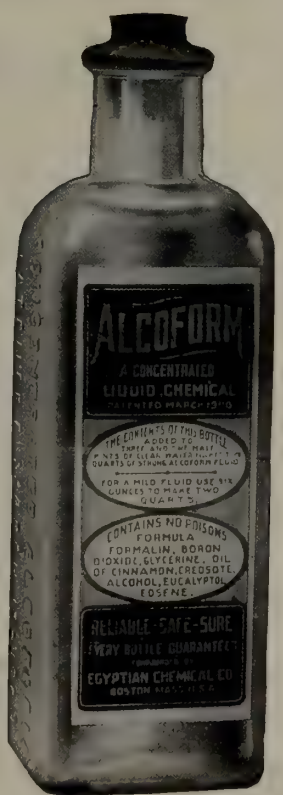
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Egyptian Chemical Co. Boston, U.S.A

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ESTABLISHED - SIXTY YEARS

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PERSONAL ATTENDANCE

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The CaranaC Laboratory,
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Our repeated orders must convince you that we are highly pleased with CaranaC Embalming Fluid.

We have put CaranaC to some very severe tests, and it has not been found wanting.

Wishing you every success, we remain,

Yours respectfully,
G. ARMSTRONG & CO.
Per W. G. Armstrong

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PETERBOROUGH, ONT., CANADA

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For Sale / Wanted

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FOR SALE—Beautiful new up-to-date motor hearse, mounted on 6-cylinder White chassis, for sale. Apply Fitzsimmons Body Works, Lindsay, Ont., manufacturers of motor ambulances, hearses, limousines and special bodies.

FOR SALE—Furniture and Undertaking establishment in Western Ontario. Large country trade, and everything up to-date. Apply to Box 35 Canadian Furniture World. j-a

FOR SALE—Furniture and Undertaking establishment in Western Ontario. Business in good condition. Best reasons for selling. Apply Box 38 Canadian Furniture World, Toronto. -a

WANTED—Salesman wanted to handle in Eastern Canada, one of the leading lines of high-grade baby carriages, go-carts, children's velocipedes, doll carts, etc., manufactured in the United States. Must be able to sell the best and largest trade. Address, stating age, experience in selling baby carriages, references, and stating what other lines you are now selling. Apply Box 40 Canadian Furniture World. -as

WANTED—Second-hand lowering device, ambulance basket and motor hearse. Must be reasonably priced and in good repair. Send photographs and full description. Address, Jamieson & Co., Hanna, Alta.

Examination

—By—

The Board of Examiners

—To be Held at—

Toronto, Friday, Sept. 7th, 1917

The Government Board of Examiners, under the Embalmers and Undertakers' Act, will conduct an Examination in the Anatomical Section of the Toronto University Building, on Friday, September 7th, 1917, commencing at 9 o'clock in the morning. Candidates wishing to take the Examination for qualification and Government License as Embalmers, will send in their applications and fee of $20.00, to the Secretary, not later than September 1st, 1917. Blank forms of application can be had on application to the Secretary.

T. E. SIMPSON,
Secretary-Treasurer,
Sault Ste. Marie, Ont.

CHAMPION

The FLUID

your Grandfather used
your Father used
you will hand down to your Son

with Traditional Confidence

Because of your successful experience with it

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Champion Fluid is Compounded by Pioneers of the Embalming Fluid Business who have established themselves upon a quality basis with a reputation which you as well as we have been proud of for *more than 40 Years*

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If you have not yet tried **Jaundexo** the Wonderful Preinjection to be used in all discoloration cases do so at once. It may save for you your reputation as an Embalmer. Made in Canada from Canadian chemicals by Canadians.

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MANUFACTURED BY

The Champion Chemical Co., Springfield, O.

The Largest and Oldest Concern of Its Kind in the World.

DR. G. W. FERGUSON, Canadian Manager

50 Leuty Ave., Kew Beach, TORONTO

If you are a funeral director you are entitled to a chance on the Grand Prize to be given away at the Convention and will be shown at our display 116 King West, North American Life Bldg. You are more than Welcome—Drop In.



"ALASKA" Brass Bed. No. 2305 (Ribbon Finish)

ALASKA "Ribbon" Finish Brass Beds make a "hit" whenever shown, because—

1.—The designs are varied and appealing (above is only one of several.)

2.—Construction, workmanship and materials are of **regular "Alaska" caliber**—the very highest grade.

3.—The "ribbon" finish is very beautiful, appearing, as it does, on a background finish absolutely **uniform** and **durable,** secured by the use of the very best lacquer on the market, applied by the latest patented process. The background finish may be either **buff, satin or polette.**

THESE BEDS WILL APPEAL TO THE MOST REFINED TASTES, AND WILL HARMONIZE WITH ANY STYLE OF INTERIOR DECORATION.

Watch For Our New Folder Showing Our Augmented Line of Ribbon-Finish Beds.

The Parkhill Manufacturing Co., Limited

Successors to the Alaska Feather & Down Co., Limited

Makers of Bedsteads and Bedding

MONTREAL

Vol. 7 No. 9 SEPTEMBER, 1917

Canadian Furniture World and The Undertaker

Published by the Commercial Press, Limited, 32 Colborne Street, Toronto

Quality Exemplified in McLagan Furniture

Furniture manufactured by the house of McLagan has always been noted for its ready selling qualities. Its individuality gives it a distinctiveness readily noticed by purchasers. Even when on your floor with other stock, it stands out pre-eminently and demands the recognition that goes to make quick sales.

WALNUT AND QUARTER-CUT OAK



QUEEN ANNE MOTIF

This buffet is one of a complete suite, made in both American walnut and quarter-cut oak.

The George McLagan Furniture Company, Limited

STRATFORD -- ONTARIO

"There's Betty Jones, and Junior too, with
Toys all good and sound,
Theirs never break and get all loose,
And seem to tumble down.

I want a toy that will not break;
With wheels and handle bar
And one that doesn't jolt and shake—
—I want a Kiddie-Kar!"

——That is the cry that must be answered this Christmas, answered with a KIDDIE-KAR—the sturdy toy for the sturdy boy or girl. The only toy that next Christmas will find as good as new. Strongly built, every part sold under guarantee: a toy that stands up under hardest use.

Have you ordered your Christmas stock?

CANADIAN K. K. COMPANY, LIMITED
(Sole Canadian Rights)

ELORA - ONT.



	East of the Great Lakes	West of the Great Lakes
No. 2—2 to 3 years	$1.50	$1.75
No. 3—3 to 4 years	2.00	2.25
No. 4—4 to 8 years	2.50	2.75

These prices strictly maintained. Prices to dealers on application.

Complete Outfit, List Price - $15.00



Model 13, showing Record Pocket

Our New Phonograph Outfit, as shown herewith, consisting of Stewart Phonograph and Carrying Case, with pocket for holding all sizes of records is, without doubt, the best value ever offered. Just the thing to make every outing a complete success. Especially suitable for Automobile, Motor Boat, Canoe, or Picnic Parties. They sell themselves. Place your order now and be in line for the big fall business.

Plays All Disc Records

Operaphone Records

Canadian Distributors:

HENDERSON & RICHARDSON

Board of Trade Building, MONTREAL

MADE IN **STRATFORD** CANADA

DIRECTORY OF MANUFACTURERS

Geo. McLagan Furniture Co.
Limited
Medium and High Grade Dining Room, Parlor, Hall and Library Furniture.

Farquharson-Gifford Co., Ltd.
Specialists in Revolving Seat Davenport Beds, Living Room Furniture and Divanettes

Stratford Chair Co., Limited
Diners, Rockers, Bedroom Chairs, Office, Den and Library Chairs, Children's Chairs.
Buffets and Extension Tables.
Dressers and Stands, Chiffoniers.

The Kindel Bed Co. Limited
Davenport Beds.
Living Room Furniture.
Couches, Kroehler Kodavs, Divanettes

Globe-Wernicke Co., Limited
Globe-Wernicke Sectional Bookcases.
Globe-Wernicke Filing Cabinets, Filing Cabinet Supplies, Stationers' Goods.

Imperial Rattan Co., Limited
Upholstered Reed and Willow Furniture of every description. Upholstered Living Room Furniture and Chesterfields, "Old Hickory" Rustic and Garden Furniture.

Classic Furniture Limited.
High Grade Bedroom Furniture in Mahogany, American Walnut and Quartered Oak.

Stratford Manufacturing Co.
Limited
Kitchen Cabinets, Bake Boards, Ironing Boards, Clothes Racks, Step Ladders, Lawn Swings, Park and Verandah Seats, Camp Furniture, Assembly Room Seats, Canvas Cots and Chairs, Folding Chairs and Tables

Stratford Bed Co., Limited
Brass Beds and Costumiers.
Brass Fire Place Rails.

Stratford Desk, Limited
Office Furniture.



As we approach the harvest season of 1917, the extent of our harvest impresses us. Mother Nature has been generous this past year, and distributed her goods with a lavish hand.

A review of her tremendous harvest which is being garnered, and a glance at the wealth she is about to release in the coming year, must surely fill her with honest pride.

In this time of general prosperity, let the furniture merchant not ignore his own personal harvest.

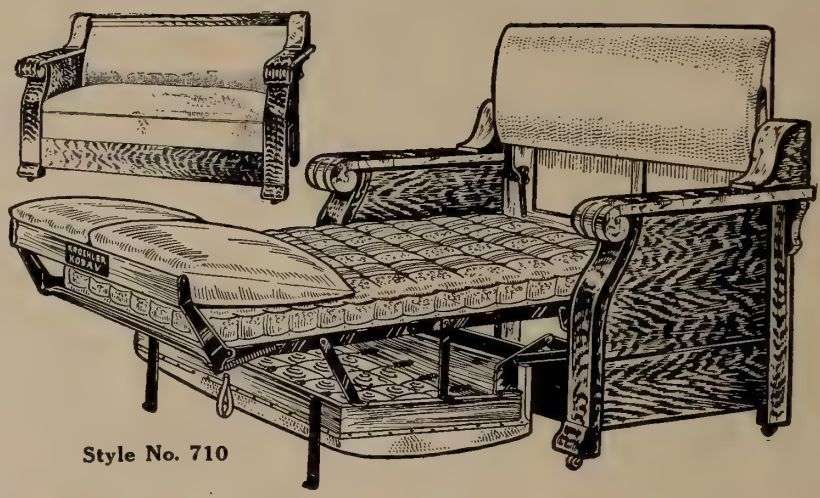
With Stratford Products playing the active role of reaper, they will bring you a harvest of crisp fall trade.

STRATFORD FURNITURE MANUFACTURERS

MADE IN STRATFORD CANADA

KROEHLER KODAVS AND DAVENOS

Kroehler Bed Davports are designed and finished to please the most fastidious customer. Both in finish and construction only the best of materials are used and no detail is too small to escape inspection.



Style No. 710

Kroehler Bed Davenports were given the Gold Medal Highest Award at the Panama-Pacific International Exposition. Do not accept substitutes. Bed frame and springs are entirely independent of upholstering and when in use as a bed there is room for free circulation of air underneath and all around.

The Kindel Bed Company, Limited

STRATFORD, ONTARIO

IMPERIAL RATTAN LINES

We are endeavoring to take care of business offered, but have been unable to make prompt shipments on account of war conditions. Dealers will have to anticipate their requirements by several months if trade conditions remain as at present. Materials are scarce and high priced, skilled labor is scarce, and there is no reason to expect a change until "Victory" is achieved on the field of battle, which, after all, is the only thing that concerns Canada at this moment.



Imperial Rattan Co., Limited . . Stratford, Ont.

MADE IN STRATFORD CANADA

HIGH GRADE CHAIRS

There's a great deal of satisfaction in selling Stratford Chairs. You know that they are going to line up to their reputation and that they will bring repeat sales



900—3



900—1

Not once, but always—

the Stratford line wins your customer. The goods' looks and the greater comfort of each piece in "The Stratford Line" turn every prospect into an enthusiastic purchaser. For better business connect with this line

THE STRATFORD CHAIR COMPANY, Limited

Stratford . . . Ontario

MADE IN STRATFORD CANADA

Globe-Wernicke Sectional Bookcase

Make a profitable and attractive line for
FURNITURE DEALERS



WE extend a cordial invitation to members of the furniture trade and their customers to call at our booth at the Toronto National Exhibition, and see our complete line of sectional bookcases and filing cabinets

The Globe-Wernicke Co., Ltd.

STRATFORD ∴ ONTARIO

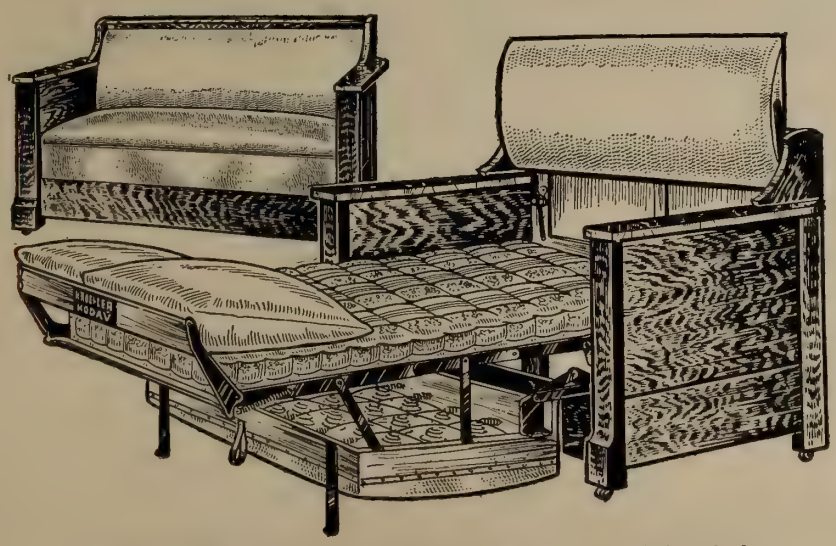
MADE IN **STRATFORD** CANADA



No. 7955—Buffet, Queen Anne design, made in Walnut and Quarter Cut Oak. Shown by the Geo. McLagan Furniture Co., Ltd., Stratford



No. 2666—China Cabinet, Adams design, in Quartered Oak. Shown by the Geo. McLagan Furniture Co., Ltd., Stratford.



The Kroehler Kodav—shown by the Kindel Bed Co., Limited, Stratford.

Compare These Two Extension Tables



This is our No. 559 "Twin" Pedestal table in a closed position—Note the neatly finished pedestals.



This is an average Dividing Pedestal table which always show the joint, and usually gap at the bottom after a few months wear.

Tilt-Top "Twins" Extension Tables are made with a pair of pedestals, each complete in itself. They always present a completely finished appearance whether opened or closed, showing no unfinished surfaces when extended. The three-point support of each pedestal give the table unequalled supporting strength.

In our range of designs and finishes you'll find just those qualities that appeal to the average women.

If you have not a copy of the latest catalogue, write for one. It will enable you to determine the advantages of the "Twin" Pedestal Extension Table.

The Chesley Furniture Company, Limited

Chesley : Ontario



Macey

There is an ever-growing demand for Macey Sectional Bookcases.

This is due, first to the fact that there have been thousands of satisfied purchasers of Macey bookcases during the last 25 years; their libraries are still growing. Also to the fact that our advertising and the co-operation of our dealers is making new Macey friends every day in the year.

Dealers Profit by Macey Advertising

You dealers know this Company has devoted all the resources of a large and established concern to produce a bookcase which in workmanship, materials, finish and style cannot be surpassed.

The buyer of sectional bookcases is a steady customer. He buys with the intention of adding to his library as it grows. When he comes to your store to buy sections for his bookcase he is a prospect for other furniture.

It pays to push Macey Bookcases. Complete catalogues and advertising helps on request.



Remember

our Permanent Wholesale Showrooms at

136-140 King St. East, Toronto

are open all the year around and afford the dealer with a prospective customer every opportunity to make a sale.

When in Toronto make our Showrooms your headquarters.

FACTORIES :
WOODSTOCK
KITCHENER
WATERLOO
SEAFORTH

CANADA FURNITURE MANUFACTURERS LIMITED

GENERAL OFFICES : WOODSTOCK, ONT.

WHOLESALE SHOWROOMS : TORONTO WINNIPEG

FACTORIES :
WINGHAM
WALKERTON
WIARTON

Last Call



to place orders for

JUVENILE FURNITURE

¶ This Toy Furniture is taking the country by storm. Furniture dealers should place their orders immediately and be assured of prompt delivery. By ordering now you will get stock at present prices. Delay until late and you may cut your profits in two.

¶ This Toy Furniture is made in Canada by *a Strictly Canadian Firm*

DO YOUR DUTY BUY IN CANADA HELP YOUR COUNTRY



No. 28	No. 29	No. 30	No. 31	No. 32
Top 6 in. x 11½ in. Height. 19 in. Mirror, 5 in. x 7 in.	Top, 6 in. x 11½ in. Height, 20 in. Mirror, 6 in. x 8 in.	Top, 6 in. x 11½ in. Height, 16 in. Door, 9 in. x 11 in.	Top 7½ in. x 24½ in. Height, 24½ in. Mirror, 7 in. x 13 in.	Top 7½ in. x 16¼ in. Height, 23½ in. 2 Doors, 6 in. x 16¼ in.

White Enamel Bedroom Suite with Cretonne Inlaid Panels

The Victoriaville Furniture Company

VICTORIAVILLE QUEBEC

Victoriaville Chairs are Big Money Makers

Our extensive range of Chairs offers a wide choice for enterprising dealers. There is scarcely a chair need we cannot supply.



No. 443. Arm Rocker
Saddle Seat, 16 x 17 in.; Back, 21 in.; Weight, 16 lbs. Packed two in a bundle.

Our lines include

Verandah Chairs
Double Cane Seat, Ash Splint Seat

Wooden Chairs
In Various Finishes

Reed and Rattan Furniture

All exceptionally well made, attractively finished and so moderately priced that they are always profitable quick sellers.



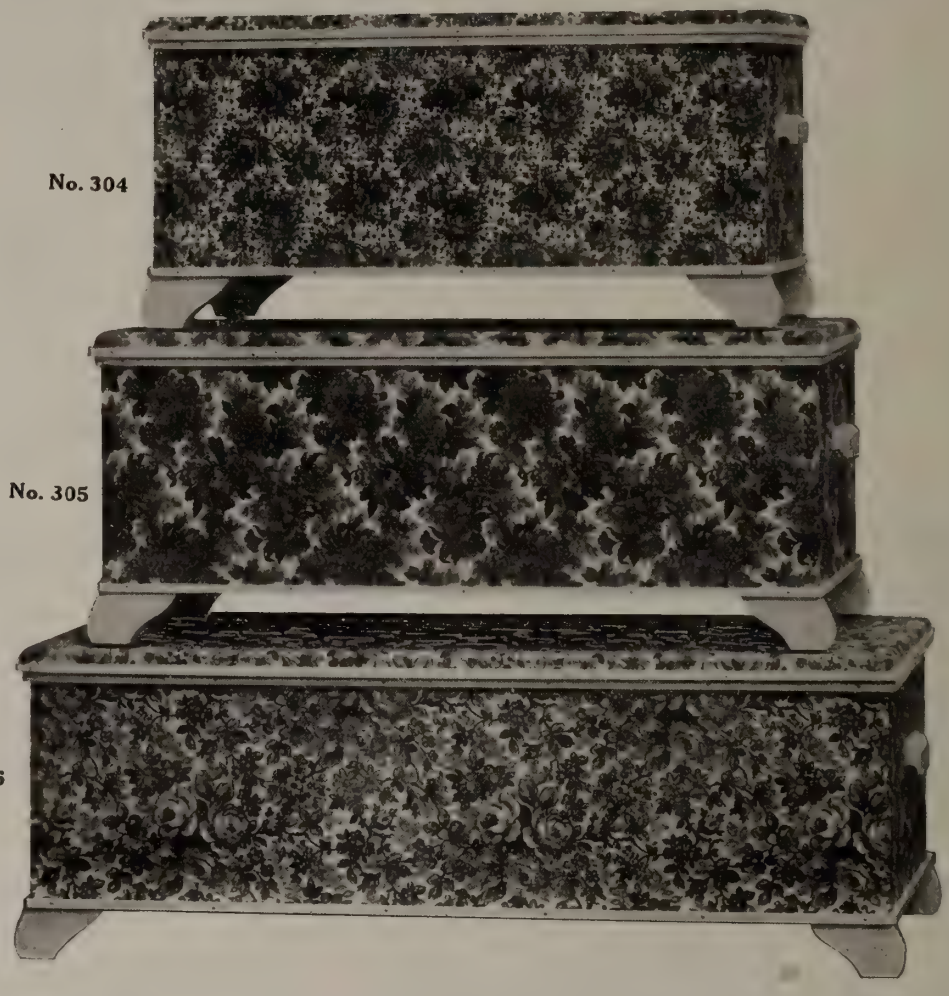
No. 508. Office Tilter
Hollow Seat, 18 x 19 in.; Back, 20 in.; Weight, 50 lbs. Packed one in crate

Let us send you our catalogue

CANADIAN RATTAN CHAIR COMPANY, LIMITED
VICTORIAVILLE, QUEBEC

UTILITY BOXES

Covered in assorted Chintz, Trimming finished in White Enamel. Boxes are made of Winter Sawn Basswood, fitted with Chest Hinges, Lid Support, and Sliding Castors.



No. 304 is 30" long, Price $3.00 No. 305 is 36" long, Price $3.35 No. 306 is 43" long, Price $3.95

One Dozen assorted (4 each) at $40.00 Delivery after November 1st.

Place Your Holiday Order Now.

THE H. E. FURNITURE CO., LIMITED

MILVERTON

MANUFACTURERS OF KITCHENAID CABINETS AND NOVELTIES



Be Wise

AND

Let Us Handle Your Early Fall Order *Now*

Everything points to an exceptionally busy time to keep up with our orders; there is a reason: "Selling value in every piece" (no fads or fancies)

We can give you just what is required to touch up your stock of *medium and better Bed Room, Dining Room, Library and Hall Furniture, Centre Tables, Jardiniere Stands, Medicine and Music Cabinets.*

Lake and Rail Shipments for the West a Specialty

THE MEAFORD MANUFACTURING CO.

LIMITED

MEAFORD, ONTARIO

MAKE sure of your share of the coming holiday business, by ordering early and keeping in stock, up-to-date lines of our *Frame Mouldings, Framed Pictures, Mirrors, Trays, Etc.*

PHILLIPS MANUFACTURING CO., LIMITED

258 to 326 CARLAW AVE., TORONTO, ONTARIO

Genuine Circassian Walnut Veneer Moulding
in all regular patterns.

YOU CAN make BIG MONEY



Selling O. K. Wood Mantels

A cosy living room display featuring a mantel with coal, gas, or the easily installed electric grate, will attract persons wishing comfort during cool days and nights, without the bother and expense of running the furnace, will surely open a new line of business for you.

Mantels may be fitted with wood filling around Electric Grate so you can install in any room without a chimney or use of tile. Would this not appeal to persons renting, who could move their grate the same as a table or buffet.

Write for cuts and sample Mantels Now.

THE WALKER BIN AND STORE FIXTURE CO. LIMITED

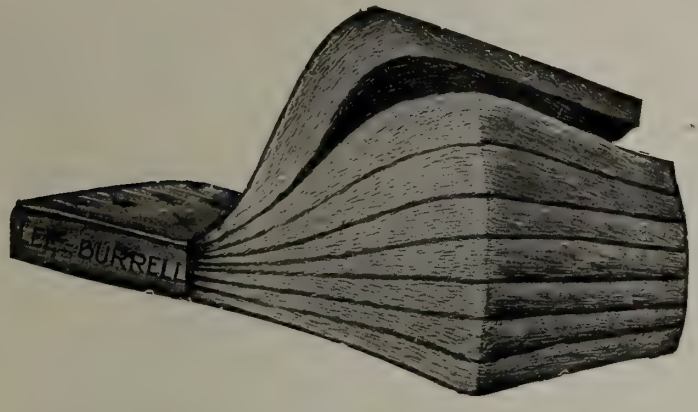
KITCHENER - - ONTARIO

The Mattresses That "Prove Up"

You always *expect* the best in every lot of goods you buy. You lose if they don't fulfil your expectations. Our line of Mattresses combine the quality, price and service that inevitably make a *Standard* buy a most profitable one.

Lee-Burrell Rex

A Mattress to suit every taste and purse.



Regent Invictus

The best value possible in every grade.

The Standard Bedding Company

27-29 Davies Ave. - Toronto, Ont.

Order a Sample of This Bed



The illustration herewith shows our No. 63 Bed. This bed is made of solid mahogany throughout, and comes in 4' 6" size only.

It is made in Adams period design, one of the very popular motifs with buyers of furniture, and as we have this bed in stock we can fill your orders promptly.

List Price $19.00

Order Your Sample To-day.

THE ELORA FURNITURE CO., LIMITED

ELORA . . . ONTARIO

THE CLASS OF GOODS THAT IS SELLING EVERY DAY



Showing our No. 443 Suite in plain oak

Most dealers do the bulk of their business on what we call "Bread and Butter Goods"—the cheaper grades which are made of cheaper materials, and not so carefully constructed as are the higher grades. Lots of us are making "Bread and Butter Lines," but only a few of us are giving the proper attention to the designing of these goods. Harmonious outlines and well-balanced proportions are often lacking.

Perhaps you will agree with us, in thinking the KNECHTEL line the most carefully designed of any in this grade. We believe that our line merits the attention of every dealer who places value upon appearances.

THE KNECHTEL FURNITURE CO. LIMITED

HANOVER ONTARIO

ONE OF THE MOST EXQUISITE PATTERNS ON THE CANADIAN MARKET



MOTIF LOUIS XV

The special feature of this suite is the closed China Cabinet which should appeal to all discriminating buyers. It is made in mahogany and walnut with crotch veneer in the panels.

THERE'S STYLE, QUALITY AND VALUE IN EVERY PATTERN OF MALCOLM FURNITURE

THE ANDREW MALCOLM FURNITURE COMPANY, LIMITED

KINCARDINE, ONTARIO



No. 74
Made in Mahogany and Walnut
Complete Suite

ART FURNITURE is made to last. Our designs are up-to-date and neat in every respect—designs that go a long way towards making a sale.

This is the class of furniture which will appeal to the majority of your customers, and our prices allow the Furniture Dealers to make a good profit.

We submit a range of Library Tables and Complete Bedroom Suites in the Queen Anne, Adam, Colonial and other popular periods.

WRITE FOR ILLUSTRATED BOOKLET AND PRICES

Art Furniture Co., Limited

KITCHENER, ONTARIO

Burnished ROMAN GOLD ANTIQUE FRAMES on our OILETTES and CONVEX MEDALLIONS

are the *Seller Line* of this season, *if the price is right,* and, *ours is.*

THE BIG CANADIAN MOULDING HOUSE

MATTHEWS BROS., LIMITED

788 DUNDAS STREET TORONTO, CANADA



These Tables Sell Themselves

Sounds like a bromide, we know, but none the less it is true. If you have ever had a batch of Peerless or Elite folding tables on the floor you know it already; if not, let us send you, say, a sample dozen of the

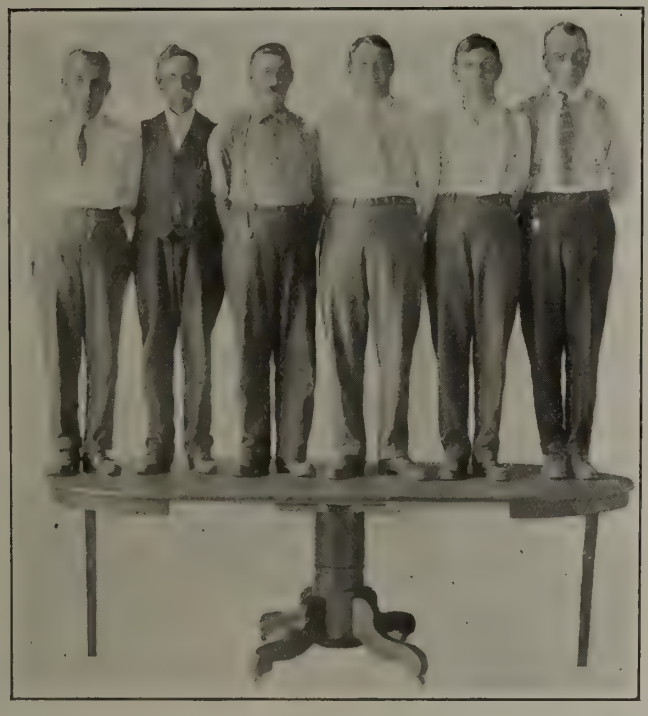
PEERLESS FOLDING TABLE

and see how quickly our words come true. The coming on of cool weather will drive people to play indoors—that's your opportunity. But it would be well to place your order now and thus make sure of getting your shipment when you want it. We are busy—very busy—but we are doing all we can to despatch orders on time.

Dept J.

Hourd & Co., Limited *Sole Licensees and Manufacturers* **London, Ontario**

LUCKNOW
DROPLEG EXTENSION TABLES



Every table is carefully made from selected material and guaranteed to be perfect, and entirely satisfactory.

The many exclusive features put Lucknow Tables in a class by themselves, and they will sell readily at a very good margin in the face of the strongest competition.

Lucknow Extension Tables are attractive in appearance and quick sellers. Write us for further particulars.

Above is an illustration of our new drop leg attachment. When table is closed this attachment holds the leg out of sight under the table, when extended you just pull the leg down. It assures an absolutely solid drop leg and does away with the necessity of opening the pedestals.

This new attachment will increase your table sales, make enthusiastic customers and give prestige to your store.



LUCKNOW TABLE COMPANY

LUCKNOW, ONTARIO



AN IRRESISTIBLE COMBINATION

Good Furniture
A real guarantee

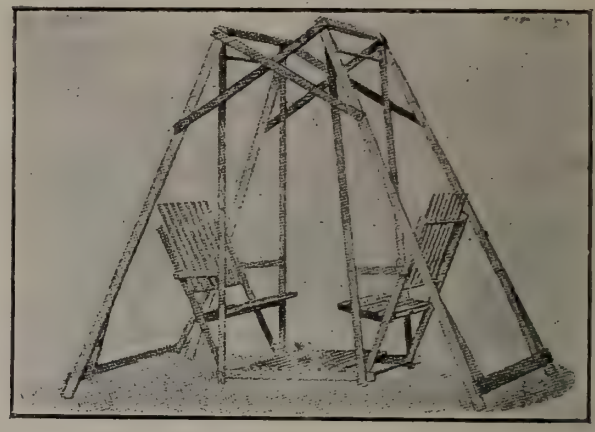


Write for samples and prices

Du Pont Fabrikoid Co.
TORONTO, ONT.

LAWN SWINGS

for 2 and 4 Passengers for 1918 delivery



The derrick is 9 feet high, painted red, and glazed with good outdoor varnish. The cross-arms, hangers and seats are finished on natural wood. The swing is amply large for 4 persons and folds completely. Weight, each, 115 pounds.

For particulars write to

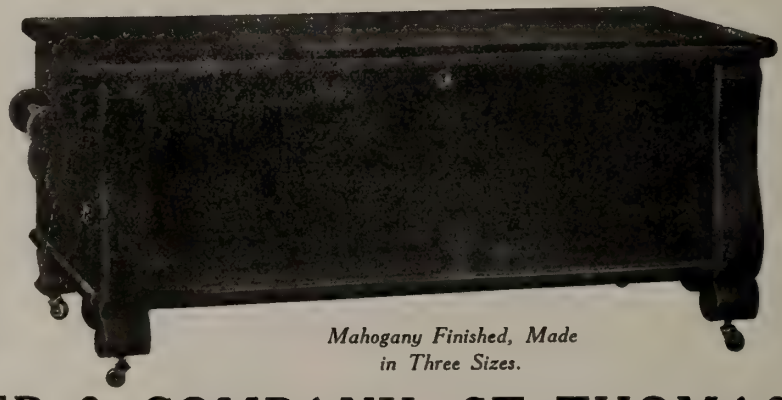
J. E. Beauchamp & Co., Montreal

Representatives:

Hardware Specialties, Vancouver, B.C.
T. A. Corley & Son, Winnipeg
W. J. Grant, Toronto
J. M. Paquin, Montreal
Landry & Simard, Quebec City
Dominion Exporters Ltd., Montreal

Tennessee Cedar Chests

Absolutely mothproof. Made in three popular sizes. Best copper trimmings used throughout.



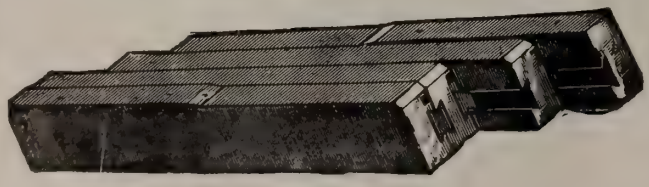
Mahogany Finished, Made in Three Sizes.

Every Woman Wants One

Their handsome appearance and great utility make them favorites with all. The price will enable you to make a good profit.

D. L. SHAFER & COMPANY, ST. THOMAS, ONTARIO

THE WABASH SLIDE



MADE BY

B. WALTER & CO., WABASH, IND.

The Largest EXCLUSIVE TABLE SLIDE Manufacturers in America.

SLIDE making a SPECIALTY BUSINESS

Because of our SPECIAL EQUIPMENT we can make SLIDES BETTER and CHEAPER than the furniture manufacturer who makes a dozen articles.

Many of THE BEST CANADIAN TABLE MAKERS are using WABASH SLIDES.

WHY ? Because we make a better slide at a lower cost.

DEALERS—INSIST on WABASH SLIDES

Royal Patent Twin Link Spring

IS THE BEST YOU CAN SELL OR RECOMMEND TO YOUR CUSTOMERS

guaranteed 10 years



unexcelled for quality

The most comfortable, noiseless, and lightest Bed Spring of this character ever devised.

Small mesh openings, longitudinal double wire links of just the proper size for flexibility, resilience, comfort and strength. There are no loose connecting links cross-wise to become displaced and noisy. The straight pull of the twin links on the helical springs means great comfort for both occupants of a double bed, as there can be no sagging whatever.

The Canadian Feather & Mattress Co., Limited

TORONTO
OTTAWA

Best Made for over 30 Years

COIL SPRINGS

FOR REAL COMFORT



"Ah! this is comfortable!" you will say when you sink back luxuriously upon the

Leggett & Platt COIL SPRINGS

TRADE MARK

LEGGETT & PLATT

Signifies Quality

You'll find the renowned springs used in every berth of a Pullman car—a fact which proves conclusively their supreme worth. And you'll find them in the bed rooms of the best hotels and in the better grades of upholstered furniture.

Drop us a line on your business letter head asking for particulars about Leggett & Platt Coil Springs. You'll find these particulars interesting and pointing the way to more profits for you.

Leggett & Platt Spring Bed Co., Limited

Windsor, Ontario



SYMPHONOLA "JUNIOR"

STYLE "A"

Width 18½ in. Height 12 in.
Depth 19¾ in.

Finished in
Fumed Oak $30.00
Mahogany $33.00

FOR FALL TRADE

The Symphonola

The Phonograph That Plays All Makes of Disc Records

Remember your experience last year, the year before and other years. You lost business because YOUR ORDER WAS NOT IN. Let the SYMPHONOLA take care of you this year. It has the quality, and look at the price. Also you can get prompt delivery. We are building our own cabinets; that means we have them when we want them, and we are getting cabinets ahead to be ready for the fall rush. It is to your interest to give us an idea of how many you will need.

"SYMPHONOLA" RECORDS

Dealers are assured of being able to secure quickly a regular supply of high-class "Symphonola" Records in 10 in. and 12 in. double-disc.

Prompt Service in our Record department is guaranteed.

We have listed over 1500 selections.

Canadian Symphonola Co.

Limited

TORONTO 31-37 Brock Ave. CANADA



"PREMIER"

SYMPHONOLA "PREMIER"

STYLE "D"

Width 19½ in. Height 43 in.
Depth 21½ in.

Finished in
Fumed Oak $95.00
Mahogany $98.00

SYMPHONOLA "EMPRESS"

STYLE "C"

Width 17½ in. Height 40 in.
Depth 19½ in.

Finished in
Fumed Oak $75.00
Mahogany $78.00



"EMPRESS"

FOR XMAS TRADE

The Symphonola

The Phonograph that plays All Makes of Disc Records

You will need the SYMPHONOLA for Christmas business. You know that fall and winter phonograph demand will be greater than ever. The time to meet the rush is before it is here.

Look these six designs over and get in touch with us.



SYMPHONOLA "POPULAR"

STYLE "B"

Width 17 in. Height 17 in.
Depth 19 in.

Finished in
Fumed Oak $40.00
Mahogany $43.00

Canadian Symphonola Co.

Limited

TORONTO 31-37 Brock Ave. CANADA

WHEN IN TORONTO SEE THE SYMPHONOLA AT OUR OWN FACTORY AND HEAD OFFICES, OR AT LONG'S PIANO WAREROOMS 406-408 YONGE STREET.



"COLONIAL"

SYMPHONOLA "LOUIS DE LUXE"

STYLE "F"

Width 21½ in.
Height 48½ in.
Depth 23 in.

Silk Plush on Turntable
Gold Trimmings

Finished in
Burl Walnut or
Mahogany
$180.00

SYMPHONOLA "COLONIAL"

STYLE "E"

Width 20 in. Height 46 in.
Depth 22 in.

Finished in Fumed Oak
Nickle Trimmed
$140.00

Finished in Mahogany
Green Plush Turntable
Gold Trimmings
$148.00



"LOUIS DE LUXE"

The Gold Medal Line

Luxurious Living Room Furniture at fair prices



No. 779.—Pillow Arm Chesterfield and Chair.

Elegant to gaze upon.
A joy to rest upon.
Soft as a down bed.



We have a carefully selected lot of living room designs, and our prices are surprisingly low for such high-grade furniture

Manufacturers of Parlor and Living Room Furniture

The Gold Medal Furniture Mfg. Co.

Limited

Head Office: **Van Horne St., Toronto** ***Factories also at*** **Montreal, Winnipeg and Uxbridge**

The Gold Medal Line

"PURITY" MATTRESSES

(REGISTERED)

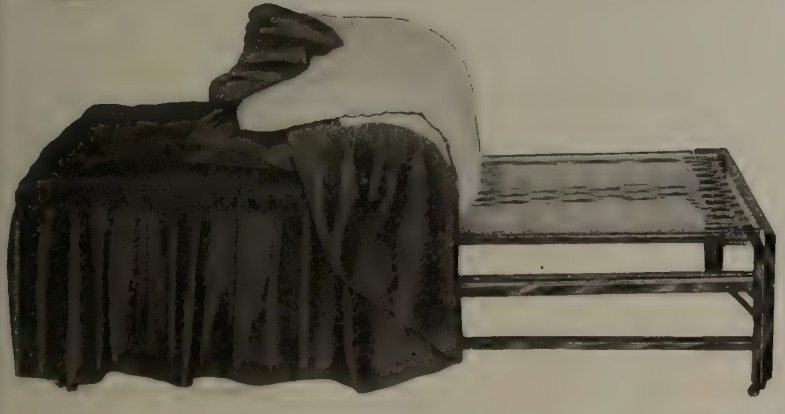
Buoyant and Pure



Nothing to equal it at the price

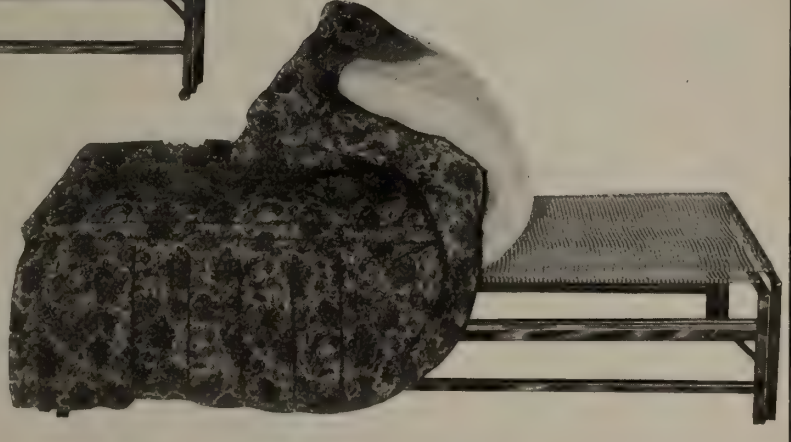
"Gold Medal" Quality Pure White Layer Felt, in Fine Art Ticking, moderately priced

STEEL EXTENSION COUCHES



No. 381.—A popular line fitted with our new "Herculink" fabric.

No. 372½—with Double Wove Wire Fabric, or No. 072 with the celebrated "Hercules" Woven Wire Cushions in either Denim or Cretonne.



The Gold Medal Furniture Mfg. Co.

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Timeliness! Popularity! Big Sales!

Three things that make Columbia Records the biggest thing in the music line to-day.

Three things that you'll find behind the success of any dealer who had the foresight to put his name and reputation as a music-man back of Columbia product any time within the past few years.

Three things that are a practical guarantee, stronger every month, of a similar success for any music-dealer who wants to take full advantage of these times when music is one human commodity surest to be wanted by a nation at war.

There is reason for music-men to look to the future with entire, well justified trust—and added reason if Columbia business forms any considerable portion of their sales.

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Factory and Headquarters:

Toronto - Canada

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W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM. J. BRYANS
JAMES O'HAGAN
EDITORS

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The Dealer and the Autumn Furniture Trade

Some suggestions regarding special sales, advertising and window displaying methods, in order that the best results may be obtained from what appears to be the most promising business conditions.

By WILLIAM LEWIS EDMONDS

WITH the disappearance of the summer and the advent of the autumn, housekeepers will naturally be thinking less of outdoor life and more of indoor life. And when they begin to think of the latter it follows that they begin to consider ways and means of getting the home in as comfortable a condition as possible for the long fall and winter nights that are before them. It further means that their minds are in a receptive condition. In other words, they are in the mood which makes them more susceptible to the influence of the furniture dealer who has goods to sell them. This, as every salesman knows, is an all-important matter, for it makes the task of selling goods less difficult. It is the difference the farmer experiences in working well-cultivated soil and the breaking of virgin lands.

Favorable Trade Outlook

Another favorable factor is the financial and commercial condition of the country. On the whole it was never as favorable as it is at present. Prosperity abounds on every hand. The farmers, the manufacturers, the merchants ,and the work-people are all in good circumstances to an extent never before experienced in the history of the Dominion. And they have as a consequence more money than ever before. The fact that the deposits in the chartered banks of the country are at record figures is an indication of this. According to the latest Government returns these deposits are $154,484,752 larger than a year ago, and $364,501,325 in excess of four years ago, when the country was in the hey-day of its pre-war prosperity.

Getting Maximum Business

But favorable general trade conditions do not in themselves bring to furniture dealers the maximum of business either in the autumn or any other season of the year. They who would get the maximum of business must themselves put forth the maximum of effort.

As a class, furniture dealers stand as high for business ability as any other branch of trade in the country. But ability in itself does not count for a great deal unless it is put into operation. And it will operate all the more effectively if it is preceded by well-thought-out business-getting schemes. It is the dealers who plan most that as a rule get the best results from their efforts. People never get very far in any walk of life who have no definite object in view and who do not persistently plan to bring about its realization.

Planning for Business

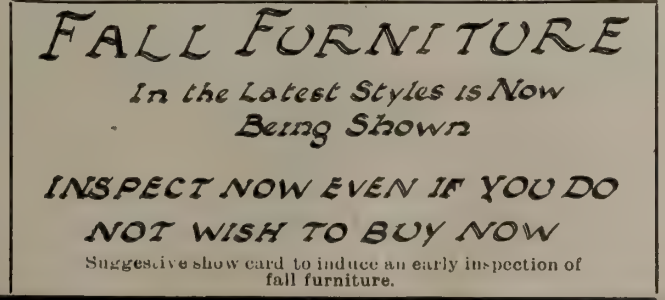
For the autumn furniture trade every dealer who has not yet begun the preparation of his plan of campaign should do so without any delay. And he should begin to-day. To-morrow will be to lose a day. His first decision should be to get his clerks together and court suggestions from them regarding ways and means for securing the best results. More ideas are naturally to be found in a group of two or more than in a committee of one. But it is better for the dealer to commune with himself in regard to the fall trade than not to commune at all.

There is the matter of advertising, for example. What results can be expected from that necessary factor in a fall trade campaign if plans for carrying it out are not prepared?

Haphazard advertising may bring results, and no doubt does—of a kind. But it is not the best kind.

Hints on Advertising

In preparing the plan of advertising for the fall trade campaign it would be well to provide for the publication of a folder of some kind. This folder should be carefully prepared and contain a list of seasonable lines, together with the prices at which they can be purchased. Illustrations, which can be obtained from manufacturers, should also be used as freely as possible. This folder should be liberally distributed in the surrounding territory, the cost of which will undoubtedly compensate the dealer for the labor entailed in its preparation and distribution. A



Suggestive show card to induce an early inspection of fall furniture.

few good posters might also be put up, particularly on the main roads running into the town.

These methods of advertising should be supplementary to, and not take the place of newspaper advertising. The one being the hand-maid of the other the advertising campaign would be incomplete without either. Advertising well done is about the most economical as well as the most effective of business-getting methods that the dealer can employ.

Getting Results from Window Displays

It is the same with window displays as it is with advertising: The best efforts produce the best results. The best results are not possible where the methods of arranging displays are of the haphazard description. Plans should be prepared with a view to covering a series of displays. Otherwise there cannot be system. Living room, dining room, bed room, kitchen, den furniture, etc., should all have their turn in the window.

In arranging displays there are two or three things which should always be kept in mind. The first is that each display should be made as original and striking as possible. And this cannot be secured unless thought is given to the subject. One cannot arrange goods in a window with the same thoughtlessness that one throws pebbles into the ocean.

Don't try to get a large display. Aim to get an effective one. In other words, one that will arrest the attention of people as they pass the store, and enable them at a glance to obtain an idea as to the character of the goods that are on display. One cannot comprehend much in a crowded window no more than one can comprehend individuals in a mob.

Aim at Naturalness

Still another thing to aim at is naturalness. That is, the making of each display to conform as much to home-like conditions as possible. Take, for example, a display of living room furniture. Does it not naturally follow that the closer it is made to an actual scene in the home, by the introduction of wax figures comfortably seated around a grate fire, the more potent it becomes as a selling force. True, every dealer does not possess wax figures, but nearly every dealer can borrow one or more from a fellow drygoods merchant. Even one figure can be made to serve the purpose. A hardware merchant in the west some years ago made a decided hit by entertaining at dinner in his window a number of people. His object was to sell cutlery. Why could not furniture dealers work a similar scheme for selling dining room furniture? There does not appear to be any reason why they should not, and many why they should.

A resourceful furniture dealer can work out an infinite number of schemes for selling furniture during the fall provided he gives a little continuous thought to the matter. One thing is certain: Without thought he cannot accomplish much in the way of originality and uniqueness.

Interior Displays

Displays in the window should be supplemented by displays in the store. Here on account of the greater available space, it is possible to work out even more ambitious displays than in the window. And these displays could be made permanent for the period of the season. It would also be possible to make them more home-like in appearance.

Just because you never have drawn trade from outside a certain radius, don't think it isn't worth while to try for it.

The merchant who is in the future going to get accommodations at his bank is he who can prepare an intelligent statement of his business for the inspection of his banker.











Suggestive advertisements for the fall sales campaign in beds and bedding, from ads. of aggressive Canadian dealers.



Begin to Feature Beds and Bedding

NOW is the time for the furniture dealer to begin to push the sale of beds and bedding, for the fall season brings with it an increasing demand for these lines, and it is the dealer who is well to the front in featuring them who is going to get the cream of the business.

The dealer and clerk should bear in mind in the fall bedding campaign, that people are becoming more and more interested in quality in the purchase of beds and bedding, and in making sales, quality and comfort should be featured in preference to price. Even those customers who have been in the habit of buying cheap goods can easily be convinced of the value of buying good beds and bedding by the intelligent salesman.

We reproduce herewith two suggestive window displays that might be used to interest customers in beds and bedding at this time. They will, at least, offer suggestions for the arrangement of displays.

The bedding department of the average furniture store is receiving more attention than ever before. Progressive dealers are no longer content to let these goods sell themselves. They are devoting attention to the most effective ways of interesting customers and making sales.



Value to Furniture Store of Exhibit at Local Fair

Gives an opportunity of interesting people who could be reached in no other way—Experience of a Peterboro dealer who tried it.

By A STAFF EDITOR

THE aggressive furniture dealer is constantly on the watch for methods he can use to arouse greater interest in the goods he has for sale. He realizes, for one thing, that the more he can get people to inspect furnishings the greater will be his sales, because there are few people who own a home who are not interested in improving it, and the sight of desirable pieces or suites of furniture naturally arouse a desire for same.

Interest Customers Who Could be Reached in no Other Way

In this connection, the furniture retailer would do well to consider the advisability of making displays at local fairs or shows. Just now there are many agricultural fairs being held throughout Canada, at which space may be obtained, while at other times of the year there are business, flower and other varieties of fairs and shows at which business concerns make exhibits. A showing of furniture at such an exhibit allows the dealer to get his goods before many customers who could be reached in no other way—those who never visit or pass his store. There are also generally people at such affairs from a considerable distance, and it frequently opens up the way for regular business connections with them.

Peterborough Dealer Used Exhibit at Local Show

One furniture dealer to whom the writer recently talked, who has used this form of publicity and merchandising, is D. Belleghem, of Peterborough, Ont. He used a booth at a Winter Fair held in his city, and feels satisfied that it was a good investment in spite of the fact that only a few immediate sales were made. He believes that it was excellent advertising for the store, and that many sales followed as a result of the publicity received at the fair.

The store had two compartments with a man in charge of each. The exhibits were changed each day so as to present something new to the public on each visit.

Value of Featuring Latest Goods

The Belleghem store made a feature of the latest and most advanced styles at this exhibit. In fact, a practice is made of showing the very latest at all times, as it is such stuff that arouses interest, and people who see it are impressed and likely to tell their friends about it. Accordingly, even leaving out the question of direct sales and profits, the showing of advance and outstanding styles and designs in furniture has a value in the fact that it arouses interest in the store and does considerable advertising for it.

Forms of Advertising Used

One method of advertising used by this firm is the use of road signs which are placed on all the main thoroughfares leading out of the city. The motor ambulance which they operate is played up strongly on these road signs.

Blotters are another supplementary form of advertising used by this firm. These blotters are brightened up by the use of cuts of such things as their motor ambulance, their exhibit of furniture, etc.

The store has adopted a registered trade mark which they use quite extensively in their advertising. The wording of it is "Life Time Furniture." It is played up strongly on a sign which extends across the centre of their store.

Stock Kept Bright and Clean

Their store occupies three stories, and is located on Hunter St., of the Liftlock City. Goods are arranged in appropriate group form and stock kept bright and clean.

Mr. Belleghem instanced two or three cases to THE FURNITURE WORLD where contracts had been secured for all the furnishings for a house—a particularly pleasing form of business. There are some lines of furnishings such as stoves, rugs and talking machines, that the store does not carry, on account of lack of room, but these are secured for customers who wish their homes to be completely furnished for them.

FURNITURE AND UNDERTAKING ADS. SEPARATE

Both Campbell & Campbell, and Macpherson & Bedford, furniture dealers and embalmers, of Brandon, Man., are extensive advertisers in the local paper. However, they both advertise the two departments of their business separately. There are a number of advantages for both branches of the business in doing this. As far as furniture publicity is concerned it is certainly not desirable to cast a gloom over the thoughts of good furniture and happy homes that you have worked up by the talk in your ad. by the suggestion of death by an embalming notice at the end.

On the other hand, a separate ad. devoted to embalming, indicates to the public that this end of the business is not a mere sideline, but is made a separate business.

FARMER IS A THOROUGH READER

In reaching out for farm trade the country dealer should not overlook the fact that the newspaper is one of the best weapons. The city man skims through his daily paper, but if the farmer may not read as much, what he does read he reads far more thoroughly. Actual experience proves that the average farmer reads and mentally digests practically everything in his paper. Often he takes a big city daily, supplements it with the local weekly, and subscribes to farm weeklies and magazines as well. This range of reading matter may explain to some extent why the farmer patronizes the mail order house. He reads mail order advertising in the city or weekly and in the farm paper; and it is usually better advertising than what the local merchant hands out through the home-town weekly. True, the local merchant nowadays is putting out far better copy than he did a few years ago; but it is up to him to put out the best copy possible, and to make a strong appeal to the farming community.

The Art of Salesmanship in Selling a Stove

An interesting chapter from "Team Work," a book issued by the Michigan Stove Company — Many practical suggestions regarding selling methods*

All merchandising is founded on confidence. Consequently, other things being equal, anything which tends to strengthen public confidence will, in just that degree, make it easier to sell goods.

We must recognize the fact that the average consumer knows really very little about stoves.

It takes years of experience and considerable technical knowledge to be able, from a mere inspection and without operating the stove, to make a correct appraisal of the merits and value of that stove.

In buying a stove from you, the consumer must follow one of two courses:

1st. To spend the time to acquire the knowledge necessary to the correct appraisal of that stove from a mere inspection.

2nd. To accept as literal truths the statements made concerning the quality, workmanship, and performance of that stove.

The first course is out of the question. The second course is the one usually followed.

Real salesmanship is an art, a science; and, like trout fishing, it requires intelligence, skill and experience. Your skilful fisherman equips himself with a light delicate tackle; an assortment of flies designed and selected with a keen understanding of the habits and nature of the wary trout; and a fragile wisp of bamboo. In the hands of an amateur, and with three pounds of angry, active trout thrashing the water and fighting for life with an energy that makes the line fairly sing, that tackle and rod would not last sixty seconds.

The novice, with a backward swing of the rod, would attempt to yank that finny dynamo of concentrated energy out of the water and on to the bank, instead of playing his fish until the delicate but persistent tension in the end of the rod has worn down the trout's energy and made it possible to neatly and gently manoeuvre that trout until the landing-net could be brought into play, and the capture effected without injury to the tackle or risk of losing the catch through being too hasty.

Your Customer

To begin with, you can divide all customers into two big classes, namely:

1. Those who must be shown—who gain most of their knowledge by looking at things.
2. Those who must be told—who gain most of their knowledge by listening.

Those who must be shown—who gain their knowledge by looking at things—will indicate their preference by their manner. Their eyes will be constantly employed; their glance will roam from one part of the stove to another. Also, they have a strong tendency to handle things for themselves—to bring the sense of touch into play. Should you make the mistake of describing and talking about things to a customer who requires to be shown things, you will quickly discover that your customer is growing restless and lacks interest in what you are saying. For instance, you, personally, may be much interested in the principles of complete combustion and the proper radiation of heat; and you may be standing perfectly still, looking your customer in the eye, and talking about those things but not demonstrating them. If, under those circumstances, your customer grows restless and looks at the stove instead of at you—or perhaps touches or handles some portion of the stove—or keeps glancing around the room while you are talking, you may be sure that you have been making the mistake of telling things to one who required to be shown things. Just change your tactics—commence to point out the dif-



TIME FOR FURNITURE DEALERS TO FEATURE STOVES

FURNITURE dealers who handle stoves should begin now to play this line up strongly. People who are going to buy a stove this fall will be looking around before making a selection. Make a strong effort to interest them in the particular stove you handle.

The accompanying article gives some excellent suggestions on stove salesmanship, while the attached view shows an excellent arrangement of a stove and kitchenware department. We will be interested in hearing from furniture dealers who handle stoves as to the methods which they use to boost sales.

*A neat and instructive book for stove salesmen, entitled "Team Work," has just been issued by the Michigan Stove Company, Detroit. While compiled principally for the use of dealers handling "Garland" stoves, it contains a great many suggestions regarding selling methods and stove installation, which make it valuable for stove salesmen generally.

ferent visible details of the stove—and then note how quickly the customer warms up and becomes interested. Hand one of the lids to the customer with the request that the weight be noted, and call attenion to the ring on the underside of the lid. Explain how it serves to keep the lid from warping; and then show the many other construction features of merit. Nine times out of ten you will know that you have gained the customer's full and undivided attention—that you are working up to a sale.

Suppose, on the other hand, that you are making the mistake of continually showing things to a customer who requires to be told things; and that the customer does not readily respond to your suggestions to look at the particular portion of the stove about which you happen to be talking. Change your methods—tell about the composition of the metals; or the oven; the goose-neck flues; the direct draft damper system, etc., and note how quickly you gain the customer's full and undivided attention.

By keeping this point in mind, and making a constant effort to classify those whom you meet under the headings of listeners or lookers, you will shortly become so expert that you will be able to size up a customer almost at first glance.

Your next step is to classify your customers according to their number, and the relation they bear one to the other. That is to say, if you have more than one to deal with, as in the case of husband and wife, you should decide whether it is a case of selling the "boss," or of selling a domestic partnership. Or, in the case of two men or two women who come in to look at stoves, you will often find that the one who is not buying the stove—who just came along—is the one who must be convinced. Often in the case of a mother and young married daughter, you will discover that you must depend upon the mother to cast the deciding vote—she has had years of experience, and it is only natural that the daughter should look to her advice.

Possibly you already know these things, and have been making good use of them; or you may have been following the right course instinctively.

One thing, however, is certain: you have either by accident, instinct or intelligent reasoning, observed these things in all the cases where you have made a sale. In those cases where you have "fallen down" the real cause may have been your failure to diagnose the case correctly; or it may have been due to causes, several of which could not be laid at your door.

Right here, it may be well to call your attention to the fact that there is a human side to everyone. Poor or rich; proud or humble; grouchy or pleasant; happy or sad; they are, after you have dug down beneath their shells, just ordinary folks like all the rest of us.

It will be of further help to you if you will regard your customers as problems—when you make a sale you have solved the problem; when you "fall down" you have failed to solve the problem.

Learn to meet with your customer, or problem, on a basis of equality. Remember you are just two human beings who have a problem to solve—the one to select a stove, the other to sell a stove; and you must act in harmony or the deal cannot be completed.

Some people are quick, snappy, and active, both mentally and physically, and they must be handled in a manner in harmony with their temperament. Others, again, are slow and easy-going, and must not be driven too fast. They like to consider things carefully, and prefer, in a measure at least, to sell themselves. Then there is the suspicious type, who act as though they would like to bite every word you utter in order to decide whether it is good truthful coin or a lying counterfeit. With that type it is always well to gain their confidence by giving them an opportunity to prove your statements.

The snobbish, supercilious type are the easiest of all to handle, provided you don't allow them to get on your nerves. Just ignore their manner, and contrive to make them feel that you are absolutely happy in being permitted to wait upon them. Don't misunderstand, it is not meant that you should grovel at their feet or anything of that sort; but, rather, that you contrive to make them understand that you are so thoroughly at peace wih yourself and with them that you just naturally refuse to be ruffled by anything they say or do. This method seldom fails to tame them down.

Then there is the type who have trouble in making up their minds; who prefer to lean upon and be guided by others. When it is possible for them to do so, they always bring with them someone in whom they have confidence; and in such cases you must contrive to convince their adviser. When they are compelled to shop alone, they search around until they find a salesman in whom they feel they can place confidence. In those instances, you must contrive to occupy the role of adviser—to gain their confidence. In order to do this you must be very patient and very sympathetic, and be truly interested in their problems.

Then there is the type, who may by nature be any one of the foregoing; and who have been shopping around from one store to another. They have seen so much and been told so much that they are, as a usual thing, so confused they have ceased to know exactly what they do want. The chances are, they have arrived at the point where they have developed a mental picture of a stove that represents the best features of all the stoves they have been shown. Now, it should be plain that there is not in existence a stove that would compare favorably with the mental image of the stove they have in their minds.

Then, when you know what your problem it—just what cooking or heating requirements you must satisfy—you can, with safety, go ahead and demonstrate the particular stove you have decided will best fill the bill.

In every instance, with every customer, your first step should be to discover just what are the actual cooking or heating requirements.

"If you have a bit of news,
Send it in;
Or a joke that will amuse,
Send it in.
A story that is true,
An incident that's new,
We want to hear from you!
Send it in.

Will your story make us laugh?
Send it in.
Send along a photograph,
Send it in.
Never mind about your style,
If it's only worth the while,
And will make the reader smile,
Send it in."

—Exchange.

Canadian Furniture World

TORONTO SEPTEMBER 1917 CANADA

Speed up Fall Trade

From present indications there is going to be a pretty good fall trade in furniture, especially for those dealers who make a real, genuine effort to cash in on the opportunities that will present themselves during the next few months. Things are generally prosperous in Canada and under such circumstances there is bound to be a demand for furniture. It is up to the dealer to make the most of it.

In addition to general trade in furniture that makes itself felt at this time, there are some special fields of opportunity that are well worth cultivating. For example, during this month, a goodly number of weddings take place and a strong bid should be made for the trade of the newly-wedded. Beds and bedding also come into prominence at this time as well as stoves. Talking machines also take on renewed activity. All these lines should be played up strongly.

* * *

Sale of Beds and Bedding

It is time for the furniture dealer to get his fall campaign in beds and bedding under way. Even though the major portion of actual sales may come later in the season, there is a recognized advantage in featuring these lines early. It stimulates interest in them earlier than it would otherwise be aroused and it impresses on customers that you are specializing on the line and when they desire to purchase their thoughts will be more likely to turn to your store.

One way in which many dealers could profit more would be to take full advantage of the assistance rendered by the bed and bedding manufacturers from whom they buy. These supply free booklets, window cards, newspaper cuts, and in many cases they will give you window lay-outs. These manufacturers realize that what is your gain is theirs also, and they are interested to the extent of helping you in your sales as much as possible. Make the most use possible of all available forms of advertising, especially when most of them are given to you gratis.

* * *

Cash Cheques Promptly

It is a good policy for the retailer to cash all cheques that he receives promptly. To neglect to do so frequently causes trouble and occasionally loss. Of course, if looked after in the manner that they should be, there should be no danger of losing cheques, but somehow they are not so carefully looked after as the money which they represent would be, and the writer knows of more than one instance where cheques have been lost, and the dealer would have never known about them if the issuer of the cheque had not noticed that it had not been cashed, and was honest enough to call his attention to it and give a duplicate.

Failure to cash cheques promptly is also liable to cause considerable trouble on account of being held so long that the bank account of the issuer is depleted, and the cheque is sent back N. S. F. While, in most instances, this may not mean any direct loss, it puts the dealer to the trouble of taking the matter up with the issuer of the cheque and the adjustment of the matter frequently causes strained relations between the dealer and customer that is detrimental to business.

Neglect to cash cheques promptly, also frequently causes annoyance to the issuer, particularly if he is a business man and the cheque is held over the end of the month. When his bank book is made up for the month he finds that the balance does not agree with that shown on his own books, and he is put to the trouble of finding out the reason for the difference.

For all these reasons, a practice should be made of cashing all cheques promptly.

* * *

Golden Rule Works Both Ways

"Do unto others as you would they should do unto you." The little old golden rule certainly reads pretty nice. You notice how a man will get a nicely embossed motto with the aforesaid words, nail it up in his office and expect the world to regard him as a model of courtesy, honesty and all the other desirable things, whether he practices what the card preaches or not.

That is just the trouble with the golden rule. The average person is ready to stand up and cheer for it at any time, but in actual practice is only ready to give it his support when it suits his own interests and convenience.

Here is a recent case of the golden rule gone wrong. A village furniture dealer whom the writer called upon not long ago raised "one terrible holler" against the local grocery man because the latter sent away to a mail order concern for furniture. This dealer wanted to know how the people of the town were to be taught to deal at home when a merchant in the town was setting them such a bad example by himself sending out of town for his goods.

I heartily agreed with the contention of this dealer. I think that all our readers will also. However, I would like to mention that when I left the store of this dealer I found a drayload of groceries standing at the curb. It was addressed to him and was from one of Canada's largest mail order houses.

This dealer, like many others, has yet to learn that the golden rule works both ways.

* * *

Maintain a Selling Attitude

When you are making a sale, stand up to your work in an enthusiastic manner. How frequently the salesman will kill the whole force of his selling argument by relaxing at the end of his talk.

If you have made a study of salesmen you will know what I mean. You have seen a clerk put his selling argument to a customer in a forceful manner and then

when the customer is just upon the point of deciding, the clerk leans up against the counter or back on the shelving, or totters on one foot, and this relaxation from the work in hand lets the force out of the sales talk as a pin prick lets the gas out of a balloon.

Stand up to your work and look the customer in the eye while he or she is making a decision. In this way the mind of the customer is kept strongly focused on the article under discussion and a sale is much more liable to be effected.

* * *

Fall Advertising

Don't overlook making arrangements, if you have not already made them, for carrying on a vigorous advertising campaign this fall. If the campaign is to be vigorous, and that's what it should be, it cannot be effectively done unless much thought and preparation is given to it.

Some people seem to think that advertising copy can be prepared on the impulse of the moment. Those who think so are usually in the habit of waiting until a call for copy is made and then tearing off a piece of wrapping paper and hurriedly scribbling down what they consider words sufficient in number to fill the allotted space in the local newspaper. Occasionally, no doubt, a fairly good ad. is written in this way. But most times it is the very opposite that is produced. But it is not occasionally that a good ad. should be written. It should be good all the time. And it can be made good all the time, if proper time and thought are given to its preparation.

If you have any doubt on this score study the advertisements of those who are consistently turning out good copy. And with practice all can turn out good copy, for it is merely putting on paper either store news or selling talks.

* * *

Detriment of Too Much Surplus Cash

It is a very nice thing for the dealer to have a considerable amount of surplus cash in connection with his business, but unless he watches himself it is liable to prove a detriment. For one thing, if he has plenty of cash and payments can be easily met, he is inclined to buy too freely and to allow his stock to become larger than necessary. A good many dealers now in fair circumstances, will have to admit, if they are perfectly frank, that when they had less money they kept their stock in just as good shape in so far as ability to give customers good service is concerned, and yet had considerably less money tied up in stock. They did this because it was necessary. It is unfortunate that they do not continue to maintain their old-time efficiency in stock-keeping and buying.

To the dealer who gives credit, a ready supply of money is frequently a bad pitfall. It causes him to be too lenient with customers who have accounts overdue and not only does he lose considerable money by allowing accounts to remain outstanding too long, but he loses the interest on the money.

Money is worth a good figure these days, and if the dealer has any surplus cash he should have it working for him, either in extending his business or otherwise invested. Good Canadian Government and Municipal bonds of unquestioned safety of principal, and yielding from 5 to 6 per cent. can be purchased to-day, or industrial bonds yielding even a higher percentage and which vary little in value are obtainable. These are a good means for investment for the business man because they combine safety of principal with a good interest, and most of them can be turned into cash, if necessary, on short notice.

* * *

Preparing for the Future

There is an old saying to the effect that in the time of peace prepare for war. It is also a good thing in time of prosperity to prepare for the inevitable reaction in trade. At the recent annual meeting of one of Canada's leading banks the president tendered some good advice on this point. In brief, he urged business men to be very cautious at this time to undertake no capital expenditures, even at the cost of prospective profit. Of course he did not mean to say that there should be no new capital expenditures, but that they should not be undertaken as mere ventures. In other words, that there should be a solid reason for every capital expenditure.

This is particularly good advice at this time. We in Canada are enjoying exceptional prosperity, but much of it is due to the war, which has created an enormous demand for nearly everything the country produces. But when the period of readjustment comes, as it certainly will when hostilities cease, it is well that every business man, whether he be manufacturer or retailer, should not find himself top-heavy.

It is always well to be prepared, in business as well as at sea, for sudden squalls.

* * *

Patronize Your Local Papers.

In every country there is a cleavage of interests between two classes of merchants—the mail order houses in the large centres versus the local merchants in the smaller cities, towns and villages of the country.

The mail order houses use the metropolitan dailies and catalogues, in the efforts to invade the territory of the local merchants.

To offset this influence retail merchants all over the country should advertise in their home paper, and should in every way help the local paper to greater strength and influence.

There is a definite cleavage of interest between the local paper and the metropolitan daily. The interests of the retail merchant lie with the local papers, and it is to your interest to help them in every way, especially by wide-awake, aggressive advertising, calculated to offset and withstand the encroachment of the mail order houses. D. O. M.

The Man Who Didn't Succeed

They sing of the men who build the mills
And girdle the earth with steel;
Who fill the hour and wield the power
That moulds the public weal.
Honour to them that in honour do
The work that the world must need,
And yet in chief I hold a brief
For the man who didn't succeed.

Admitting it's true that he did not make
The most of his talents ten,
He won no pelf nor raised himself
At the cost of his fellow men.
His hands are clean, his heart is white,
His honor has been his creed—
Now, who are we to say that he
Is the man who didn't succeed?

Practical Suggestions for the Furniture Retailer

Ideas and plans that can be used by the furniture dealer to promote trade.

A CERTAIN farmer bought a roll-top desk. His business had grown out of the old "secretary" of his father's fathers. He turned one corner of the dining room into an office—much to his wife's indignation. Later entered office chairs and a filing system. It sharpened his appetite, even at Sunday dinner, just looking at them. And it sharpened the domestic economy. Business began to appear in a great many forms. The housework moved more methodically. The maids worked with less chatter. Everything grew magically shipshape. The desk had done it. The dealer whose territory adjoins a prosperous farming district may find an idea in the above occurrence.

MAKE PRACTICE OF CLOSE CHECKING

"I make a practice of checking up all freight bills and invoices very closely," stated an Ontario dealer to The Furniture World recently. "In fact, with me, checking in various ways is almost a hobby. Quite often it proves a valuable hobby, too, but it also gives one a feeling of confidence that he is not being overcharged and that profits are not being cut down by mistakes.

"I would like to say that a person cannot judge as to the value of checking by one day's experimenting, or a week either. Probably for a week no mistakes may be found and then suddenly there will be a bunch of them all at once.

"I check everything where there is liable to be any mistakes—freight bills, invoices, statements, counter slips, etc. I verify extensions and additions. I conduct a bank account separate from my bank book and both have to agree at the end of the month."

THE SMALL ADVERTISER AND HIS COPY

Smaller retail merchants sometimes become discouraged by the competition in newspaper space of larger stores. They imagine that people do not read the smaller notices.

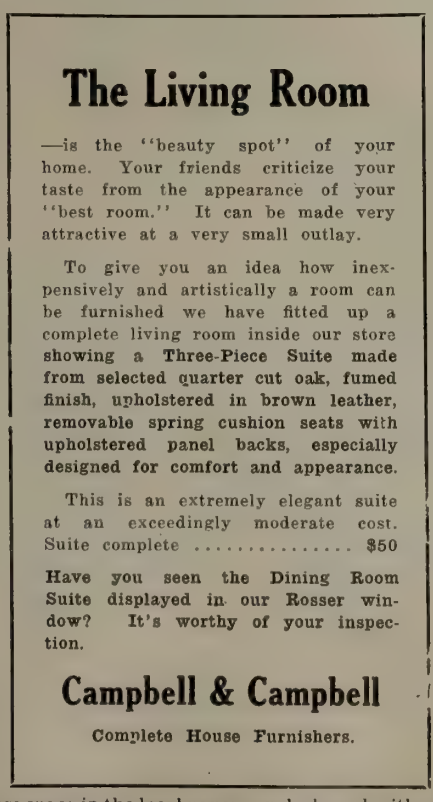
Any newspaper man can give incidents out of his personal experience showing the contrary. A man with a very small space indeed often tells his story in such a pertinent, business-like, conversational way, that readers turn to his little ads. just as an operator turns to the stock market.

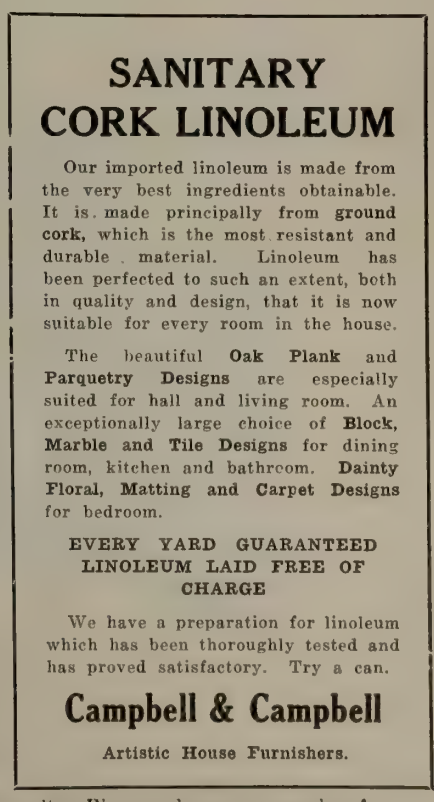
It does not take a gift for saying smart and sharp things to make this kind of impression. It is simply the idea of writing as you talk, saying the things in advertising that you would say to a customer if you had him before the counter.

A merchant who desires to try advertising in a small way should have his notice put somewhere near the same place right along. He should not try to say too much in that space. Just a few words each time, about some particular thing, is most effective.

It's great stuff for the furniture dealer or any retail merchant if he can pull down profit from adopting a plan that some other dealer has gone through with all the travail and experience and initiative work that has made a success of the plan.







Campbell & Campbell, of Brandon, Man., use space in the local paper regularly and with good results. We reproduce some samples of their advertising here. The ads. are reduced from the originals.

SPECIAL ILLUSTRATIONS

Showing Some of the Newest Articles of Furniture

Suggestions from the Canadian Factories



No. 780.—New three-piece set in latest tapestry covering, one of the new designs from the Gold Medal Furniture Mfg. Co.'s line.





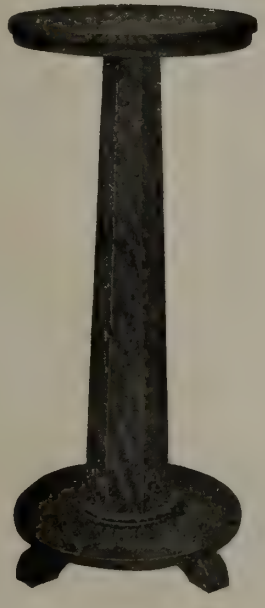
Two new period designs by the Pathe Freres Phonograph Co.



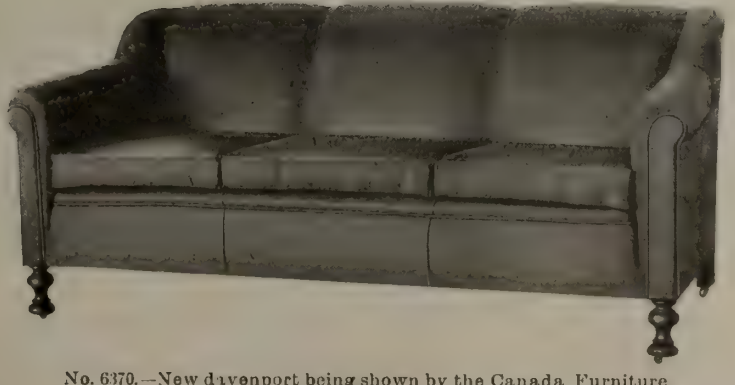
Model No. 325, Louis XVI.



Model No. 200, Queen Anne.



No. 112.—New pedestal manufactured by the Elora Furniture Co., Ltd., Elora.



No. 6370.—New davenport being shown by the Canada Furniture Manufacturers, Ltd.



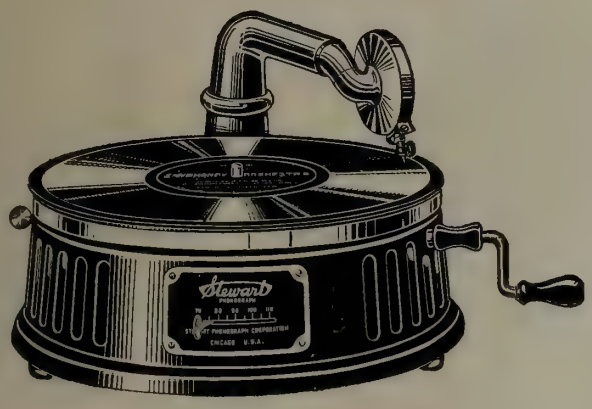
No. 2680—New china cabinet in Queen Anne design, manufactured by the George McLagan Furniture Co., Ltd., Stratford.



No. 33.—Mantel in plain oak, manufactured by the Walker Bin & Store Fixture Co., Ltd., Kitchener.



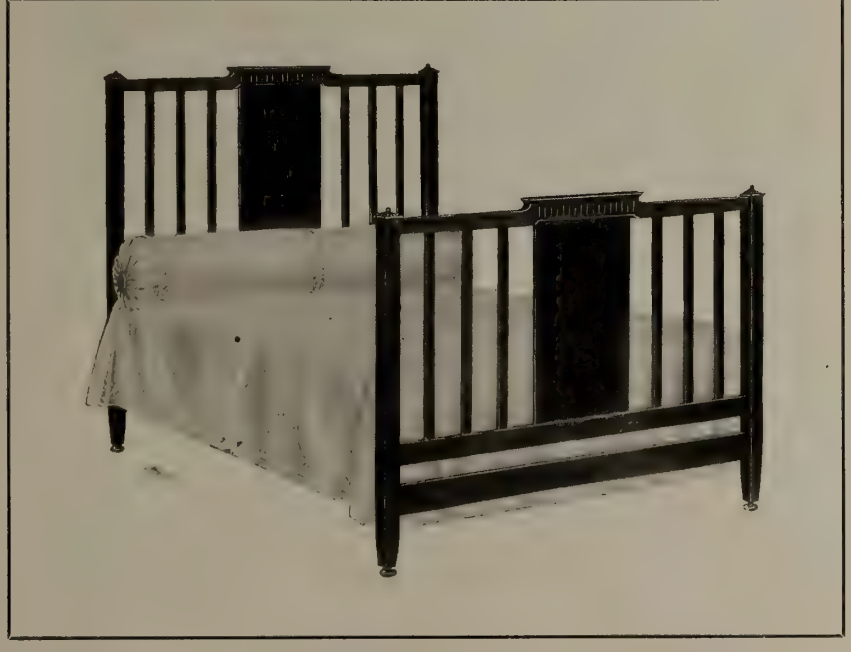
One of the seven new brass "war" beds now being manufactured by the Parkhill Manufacturing Co., Ltd., its special features being one inch posts and small top mounts, resulting in a better-proportioned and lower-priced brass bed to meet the spirit of economy now so prevalent.



Model B Stewart phonograph, distributed by Henderson & Richardson, Montreal.



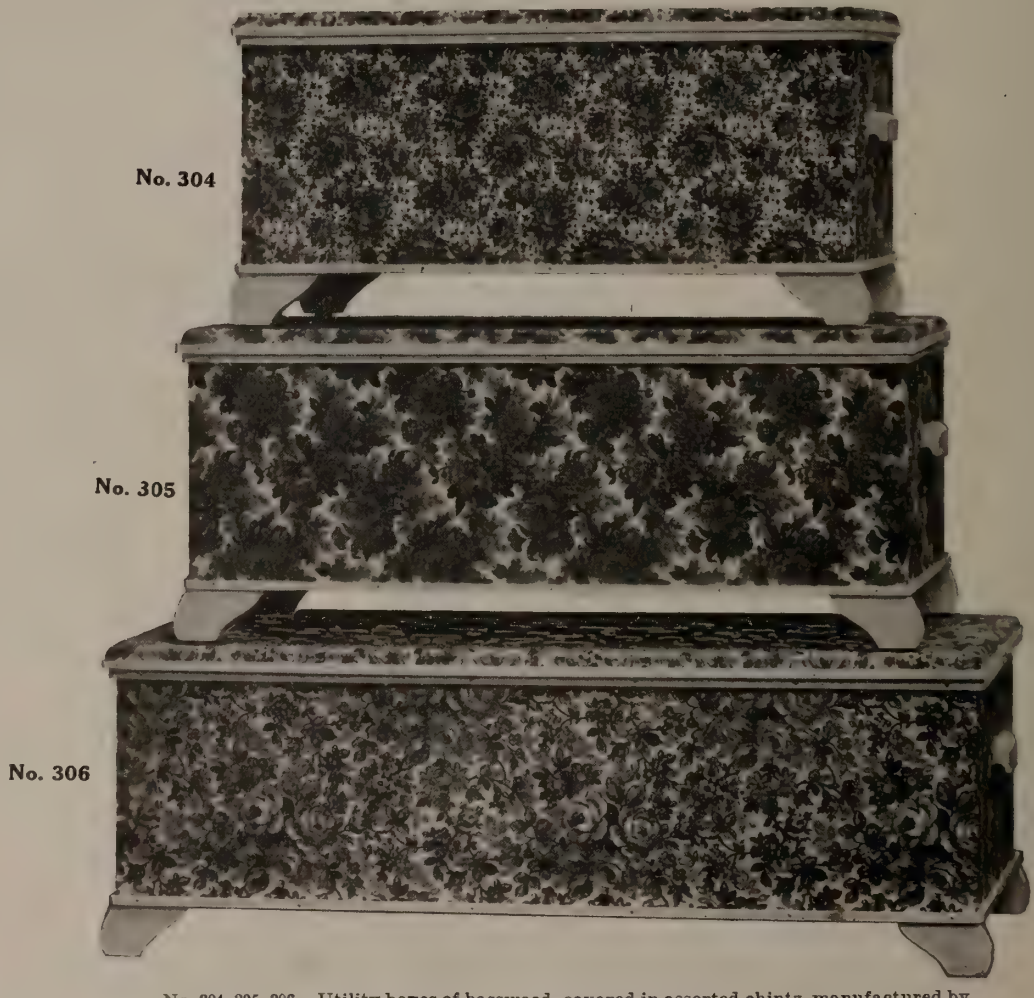
No. 74.—New dresser, manufactured by the Art Furniture Co., Ltd., of Kitchener, Ont.



No. 63.—New bed, in solid mahogany, Adams period design, manufactured by the Elora Furniture Co., Ltd., of Elora, Ont.



The "Supreme" Sonora, distributed by . Montagnes & Co., Toronto.



No. 304, 305, 306.—Utility boxes of basswood, covered in assorted chintz, manufactured by the H. E. Furniture Co., Ltd., of Milverton, Ont.

Pathé

Trade Mark Reg. U. S. Pat. Off.

¶ Introducing the New Pathe Period Design Cabinets.

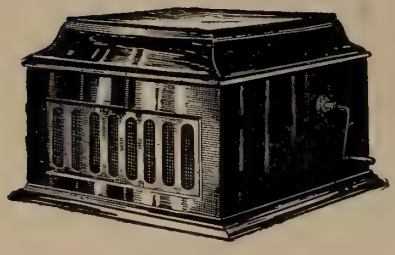
¶ Marking the beginning of a new era in Phonograph construction.

¶ An epoch making event of profound importance to every Dealer interested in increasing his sales.



Pathe Freres Phonograph Co. of Canada, Limited, Toronto

The New Pathe Period Designs



MODEL NO. 40

Finished in Mahogany or Fumed Oak

Retail Price, $40.00

THE new Pathe Cabinets are "objets d'art." Worthy temples of the music that pours from them.

In the development of sound-producing instruments, nothing has been more "out of tune"—more discordant—more jarring—than the plain—often ugly—boxes in which many makers housed their instruments.

It is, therefore, fitting that the Pathephone, which has attained such signal superiority in musical and mechanical directions, should also lead the way in the beauty of its appearance.

Exquisite examples of furniture periods most famous in history have been selected as the models for the Pathe Period Cabinets. The result is a collection of instruments unique and beautiful.

The Pathe period design cabinets place the Pathe agent in the unique position of offering exclusively a line of instruments which will appeal immediately to the buying public as being new, classic and artistic and of extraordinary value.

Bearing in mind that the Public is no longer going to be satisfied with commonplace designs, far-seeing dealers are now ordering Pathephones.



MODEL NO. 175
(William and Mary)
Mahogany and Black Walnut
Retail Price, $175.00



MODEL NO. 200
(Queen Anne)
Mahogany or Black Walnut
Retail Price, $200.00

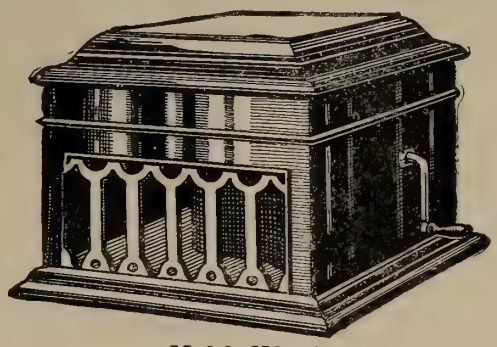


MODEL NO. 325 (Louis XVI.)
Mahogany (Ivory, Old Gold to special order)
Retail Price, $325.00

Pathe Freres Phonograph Co. of Canada, Limited, Toronto.

The Pathephone is Supreme

—in Beauty
—in Musical Perfection



Model NO. 65
Mahogany, Golden or Fumed Oak
Retail price, $65.00

IN Europe, Pathe supremacy in the phonograph business has been acknowledged for twenty years.

Here in America the Pathe name is rapidly assuming the same significance.

Pathe accomplishment, Pathe quality, and Pathe service all give the Pathe line an individuality possessed by it alone.

For many years the talking machine business in Canada has been marking time, but now Pathe brings a vastly improved method. The Pathe record is played with a round, polished, permanent sapphire ball. There are no needles to change, and there is no wear on the record.

Consider these big Pathe advantages:

1st. The Permanent Sapphire Ball—no digging, tearing needles to change.

2nd. Records that will wear thousands of times.

3rd. An all wood tone chamber. Most tone chambers are made of part wood and part metal. The Pathe tone chamber is constructed of all wood on the principle of a violin.

4th. Pathe Tone Control—an ingenious device enabling you to regulate the force and intensity of sound at will.

5th. Plays perfectly all makes of records—the Pathephone is equipped to play Victor, Columbia and Edison records, as well as the Pathe, thus placing at the disposal of the purchaser not only the extensive Pathe repertoire, but the combined range of records the world over.

6th. The exclusive period design cabinets.

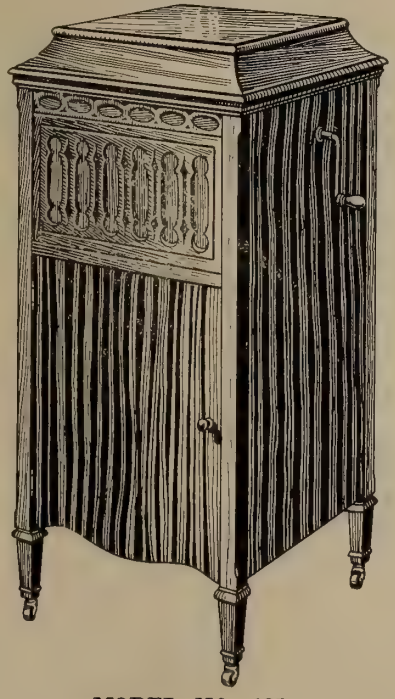
7th. The greatest trade mark in the world—seen by millions of people every day in the leading picture shows of Canada—couples up the Pathe agent with the famous Pathe pictures.

8th. A complete line of instruments ranging in price from $40.00 to $325.00—a machine to meet the purchasing capacity of every possible customer.

9th. A repertoire of double disc records, unique, comprehensive and artistically perfect.



MODEL NO. 250
(Sheraton Inlaid)
Antique Brown Mahogany
Retail Price, $250.00



MODEL NO. 125
(Adams)
Mahogany or Fumed Oak
Retail Price, $125.00



MODEL NO. 90
Mahogany or Fumed Oak
Retail Price, $90.00

Pathe Freres Phonograph Co. of Canada, Limited, Toronto.

—and then

as if making full measure, "pressed down and running over," to all the other advantages the Pathe agent possesses over his competitors, there are—

Pathe Records

The combination of the Pathephone and Pathe records cannot be equalled, and Pathe agents welcome competition confident of the ultimate result. Firstly the music produced by the Pathe method of recording with its broad sound waves, together with the reproduction by the Sapphire Ball, is full, rich, natural, undescribably sweet.



A magnified view of the Pathe Sapphire Ball, compared with the usual steel needle. This explains the everlasting wear and superior reproduction.

Secondly the Pathe Freres were the first phonograph manufacturers in the world to employ high-priced operatic talent. Many of the great Pathe artists are favorites in America. Equally well-known and included in the Pathe library are such internationally famous artists as:

Muratore	Ancona	Urlus
Giorgini	Boninsegna	Note
Ober	Constantino	Bassi
Albani	Journet	Didur
Sammarco	Burrian	Bispham
De Cisneros	Slezak	Ganz
Fitziu	Thibaud	Althouse
Cavalieri	Titta Ruffo	Howard

Progressive merchants are invited to send for catalogue and confidential booklet, "A Word With You."

Write Now—to-day.
Don't wait until your territory is awarded to your competitor.



Pathe Freres Phonograph Co. of Canada, Ltd.

Factories and Head Office:

4-6-8 Clifford Street, TORONTO, Canada

Western Distributors: **R. J. Whitla & Co., Winnipeg, Man.**
Maritime Province Distributors: **H. L. Hewson & Son, Limited, Amherst, N.S.**
C. W. Lindsay, Limited, Montreal.



Personality in Business

IN the business world of to-day we hear a great deal about personality. What is the meaning of this word "personality." To my mind personality is character personified—that undefinable something—that atmosphere which every individual creates within and around himself. In short, it is the reflex of the inner life.

Effect of Personality

But you say, "What has this to do with business?" Well, it all depends on how you use it, and whether for good or for bad. Very often it holds the key to success. Very often in social or business life you come in contact with a certain individual you have never seen before and know nothing whatever about, but whom you are instinctively drawn in closer relationship with. You seem to trust him without reserve. His personality has a great effect on you.

Another man may have what you might call a striking or commanding appearance personality—he is one who has great driving power and is able to command men. Another may have what we call a charming personality, and such generally hold the key to success in the social world.

Its Value to the Dealer

How can we, as employees, use this thing we call personality in our business for the building up and retaining of trade. Our trade brings us into contact mostly with the opposite sex who are more or less of a high-strung temperament and naturally sensitive, and therefore recoil at any form of brusqueness or impoliteness.

It is necessary to bear in mind that we depend on the public for our patronage and it therefore behooves us to wait on every customer with courtesy and politeness, to try and gain their confidence and retain it, to make customers feel that it is a pleasure to deal at your store.

You cannot lay down any hard and fast rules for serving the various classes of customers. At all times you must exercise tact and good judgment. You should make a study of diplomacy. Treat each one with courtesy, anticipating their wants and showing a willingness to serve. These are essentials in our business. They have proved the bed rock on which the foundation of many a large and successful business has been laid.—J. Ferguson.

PRICE AND DISPLAY CARDS IN FALL CAMPAIGN

In both the window and interior displays a liberal use should be made of price and display cards. Without them the selling value of displays is undoubtedly greatly diminished. The only argument against the use of price cards is that they convey information to competitors. But it is an argument too weak to be tenable. At any rate the dealer that would lessen the effectiveness of a window display or any other selling agency from fear of enlightening competitors is not of the courageous type of business men that make their mark in the world.

Paddle your own canoe, and don't look over your shoulder.

Talking Machines

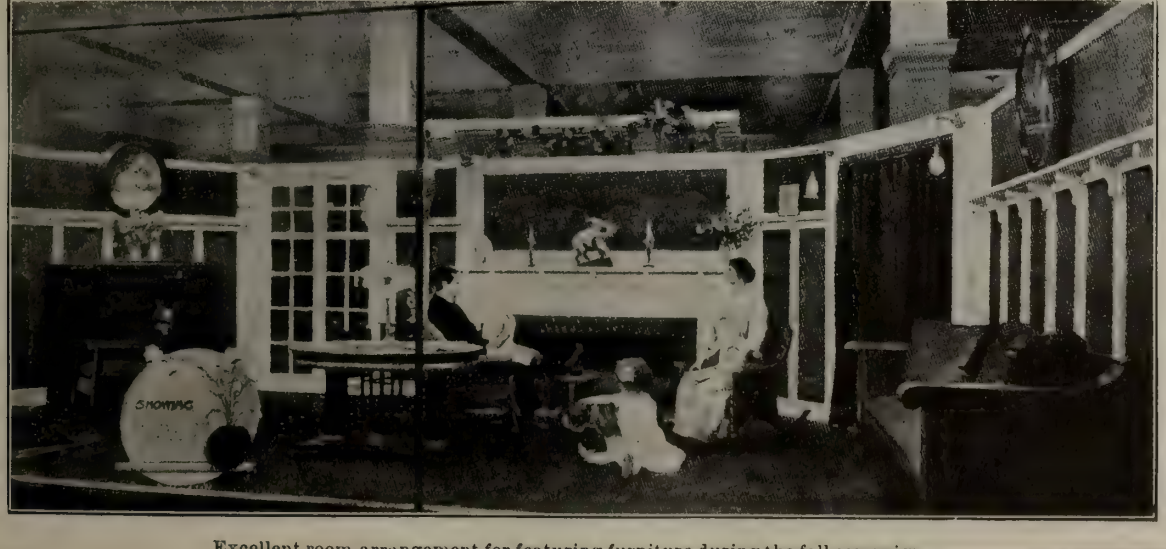
One thing that the dealer should not overlook during the fall campaign, is talking machines. It is true they are seasonable the year around. But they are particularly seasonable in the autumn, when people are taking to indoor instead of outdoor amusements. They should have a place in all the advertising matter and in the window displays, while during business hours one or more should be kept in operation for the entertainment of customers.

TALK QUALITY—FORGET PRICE

When you buy a suit does a real salesman begin with "Oh, this is awful cheap?" No, he might thus offend you, he speaks of its wearing qualities, of the attractive, modish cut, the value of the wool, the distinctive pattern, and goes on with clever idealization, all however, within the limits of truth, until he has made the garment so attractive that when the price is finally mentioned, you are involuntarily pleased at the seemingly low figure.

Do this in selling your furniture, and the kindred lines you may carry. The average consumer is intelligent and seeks to know the why and wherefore, he does not wish to buy or use anything blindly.

Never try to sell a man off his guard, persuade him step by step, he then buys intelligently and in turn influences others. Create a conception in his mind of not only how he can get his money's worth, but a profit on his purchase.—The Furniture Worker.



Excellent room arrangement for featuring furniture during the fall campaign.

Teaching is Keynote of Modern Business Efficiency

The merchant who wishes to progress will find it profitable to teach and train his employees to a high degree of efficiency.

TEACHING employees how to think right is 100 p.c. better than scolding and correcting mistakes. "Teach—study—learn" is a good motto for every business man, and the merchant who makes this his principle of business conduct will not have to scratch his head and worry because of dwindling trade and profits.

Lack of Training Costly to Merchant

One of the greatest causes for failures in retail business is the lack of training on the part of employees. Merchants who have spent many years in trade, gaining at the price of many hard knocks and disappointments, that priceless thing—experience—all too often will hire a young man, green in business, put him behind a counter and expect him to work out his own salvation with practically no training beyond a few hints the first morning he is started in. Experience is a dear teacher, and true to this old law, the young clerk pays a dear price for the experience which eventually will enable him to be of value to an employer. This cost must, by the nature of things, come out of his employer's profits. If the bookkeeper in almost any store could know the true costs and make his entries accordingly, the greatest item on the debit side would be experience.

Progress Goes Hand in Hand With Education

Nothing will erase this charge against merchants' profits so effectively as schools for employees. Progress goes hand in hand with education. This is as true in relation to merchandise as in relation to science or any other endeavor. Business is an evolution and each year calls for new methods. Conditions in trade are constantly changing, making new demands upon the merchant and his employees. The man who is studying and teaching those in his employ how to meet and solve the problems of each changing year is the man whose store attracts and draws the trade of the community.

There has been an awakening in every field of endeavor along the line of industrial education. No longer does the word "school" suggest bare legs, blouse waists, gingham dresses and pigtail braids. The school bell of the twentieth century is sounding beyond the nursery and sending its call into factory, office, field and store.

For example, we have the Hundred Point Club which holds conventions at Dayton, Ohio. This club is composed of salesmen of The National Cash Register Company, who have done a stated amount of business during a year. It is attended by representatives of the company from all parts of the world. The purpose of the convention is to teach—to teach improved selling methods—to discuss problems of the store, office and factory, and how they can be solved by use of the product of this concern.

Courses in Colleges for Merchants

In the States, too, some of the leading colleges have organized, or are considering establishing courses of study especially adapted to the needs of merchants. This indicates that the necessity for schools of business is being felt to-day more strongly than ever before. The successful merchant of the present and the future will be—not the man whose store is the most popular lounging place for the idle, but the man who is studying and using system in storekeeping—the best way to give quick service—the value of accurate records in business—the best way to stimulate ambition in his clerks—to keep his customers satisfied, and the many other problems whose solution make for either success or failure in business.

Every Merchant can Conduct a School for His Clerks

It does not require hundreds or thousands of employees to make an interesting business school. In fact, a problem in our high schools and colleges is to keep classes small in numbers—the smaller the class, the better and more efficient work it can do.

The merchant who has a few clerks in his store—anxious to progress and make his store stand out as the most efficient of his neighborhood, or community, can hardly do better than start a school to improve their salesmanship—train them to be careful and accurate in handling money—establish incentives to increase each clerk's sales—in short, to get the results from his business that every proprietor has a right to expect.

Efficient Employees are Essential

Merchants can profit from the example set by industrial concerns. They are studying new methods and adopting new ideas all the time—training their employees to be more efficient—stimulating ambition—making them feel that they are not "so called" cogs in the wheels of industry, but important and effective factors that make business and industry everywhere successful—useful—efficient.

Just as the human factor in business is demanding greater attention than ever before, so merchants everywhere are coming to realize that men and women—their clerks and employees, are as important elements in their success as the stock of goods they carry, or the location of the store. A good location and good stock of goods are factors of business success which need no argument here. The third element—trained, efficient employees—the connecting link between store, goods and customers—requires more attention to-day than ever before from the proprietor. The storekeeper who is to keep pace with the developments of modern business will follow the leaders of industrial education—will teach and train his help through definite methods—through a school for his employees—to accomplish the definite results he is after in his business.

FOUR REQUISITES OF A GOOD SALESMAN

Belief in himself.

Belief in the goods he is selling.

Firm conviction that he is doing all mankind a service in allowing them to purchase.

Ability to tell the people about it in interesting fashion.—Ex.

Merchandising Suggestions From Our Exchanges

Methods and ideas in furniture retailing as seen by other journals

WATCH YOUR PROFITS

HERE is a practical suggestion: Watch your profits. In extraordinary times we are all of us prone to be influenced by the new conditions, quite forgetting the fundamentals that influenced us in the past. Just now merchandise is selling at very high prices. Sales, perhaps, are fewer in number, but total receipts seem greater in gross. The average merchant when he totals up his month's business is astonished at the large amounts which greet him. His mind still sluggish to the new conditions that are with us thinks in terms of the past and conjures up wonderful profits from these new figures. He continues business—joyful in his ignorance. And then one day comes the appalling realization that his profits—the actual money he has in the bank—are away below what they have been heretofore and what they should be.

Don't be fooled by large profits. Don't consider totals at all. Think in percentages. If you made ten per cent. profit in the past, make more than ten per cent. to-day. Your sales are smaller numerically—perhaps—and unless you make each one pay its proportional percentage of profit you will be losing money instead of going ahead.

If you made $5.00 on a $20.00 item in the past you have got to make more than $5.00 on the same item now. That is why you cannot afford to figure your profits in dollars and cents. A $20.00 item sells for $30.00 now and if you are still asking $5.00 profit on it your figuring is unsound. A $5.00 profit on a $20.00 item is a profit of twenty-five per cent. And twenty per cent. profit on a $30.00 item is $7.50—not the old profit of $5.00 that you obtained "once upon a time."

Go over your old figures. Revise them carefully so that they are in accord with new conditions. Don't think you are making more profit just because more money passes through your hands. Work out your profits on paper just like you would work out a sum in arithmetic—and know definitely where you stand. —The Decorative Furnisher.

YOUR NAME ON EVERY PIECE

Every piece of furniture you send out ought to bear your name in some out-of-sight place. This may be by means of a pasted label on the under side of the chair seat, or by means of rubber stamp impression on some available portion of the article. Of course, the name should be invisible, except when the unfinished part of the article is examined. Not of very much advertising value, you think, but you must admit that whatever value it has costs you nothing. You certainly ought to get credit as far as you can for every piece of furniture you put out, and there are not infrequent instances where someone is inquisitive enough to turn a piece of furniture around to see where it was bought—because the inquirer wants to get something like it. There is no possible disadvantage in putting your name on good goods, and if you are selling goods you are ashamed to have your name on, the sooner you change the better for all concerned.—Chicago Furniture Journal.

PRICE CUTTING IS NOT COMPETITION

Price cutting is generally confused with competition and, while it may be so classed, there is a very great and important difference, as many forms of price cutting are unquestionably unhealthy competition. It benefits no one save a class of price cutters who could very well be dispensed with, for they live and grow rich by breaking into and diverting to themselves the good will of a trade that others have created. They never build up a business, but invariably appropriate that which some one else had created. The foundation on which their business stands is not constructive, but destructive and monopolistic. They sell at less than an ordinary percentage of profit, if by so doing the trade that is going to many others can be diverted to themselves. This is the whole story. There would, of course, be a public gain in this were it done fairly and in good faith, but more than often it is not done fairly, or even decently, and it is but the means to an end that has aroused so much indignation in this country—monopoly. There are many legitimate occasions to reduce prices, but such occasions are temporary and have no relation to professional price cutting. There is no intelligent citizen in this country who has not seen the operations of price cutters; who has not seen them drive responsible and honest enterprise out of business without in any possible way benefiting the public. As a matter of cold facts, a decided injury has been done through a general deterioration of product due to the inevitable squeezing down of profits clear back to manufacturer and the artisans in his employ, and then in turn squeezing the public after the legitimate trader has been driven out.—Grand Rapids Furniture Record.

THE COLLECTION SYSTEM

Regarding proper methods of collecting accounts, it is a wise plan to write a personal note with the second bill sent out. For instance, if John Jones purchases $50 worth of goods to-day, and he is billed on the first of next month, then on the first of the following month when the bills are sent, Jones' bill, if still unpaid, should have a polite note with it, calling his attention to the fact that the bill is overdue and a prompt settlement will be appreciated. If on the first of the third month Jones' bill is still unpaid. another letter should accompany it, making the tone a trifle more emphatic, and calling his attention to the fact that if settlement is not made within thirty days it will be necessary to place the account in the hands of an attorney who will be authorized to proceed with its collection. All this should be said as politely as possible, but so clearly that he will not fail to understand it.—The Furniture Trade Review.

KNOBS *of* NEWS

The Amherst Furniture Co., of Montreal, has dissolved. M. Kaplan continuing under same style.

Letters patent have been issued by the Ontario Government, increasing the capital stock of Pathe Freres Phonograph Company of Canada Limited, from the sum of $100,000 to $300,000.

Watson Specialties Limited, of Bradford, Ont., have been incorporated under Ontario Charter to manufacture and deal in various lines of furniture. The capital stock of the Company is $150,000.

The Globe Bedding Company Limited, of Winnipeg, has been incorporated with a capital stock of $10,000, to acquire the business carried on by William Kellar, Morris H. Nathanson and Barney Aaron.

"BILL" CROMBIE ENTERS A NEW FIELD

W. I. Crombie, after seventeen years spent in promoting the sale of furniture, beds and bedding throughout Canada, has at last been lured into an entirely new field of endeavor.

"Bill," as his host of friends everywhere call him, spent the last seven years of this period in the service of The Alaska Feather and Down Co., Limited (now The Parkhill Manufacturing Co., Limited) and associate companies, occupying positions of importance at Winnipeg, Vancouver and Montreal. He recently resigned his position with the Parkhill Manufacturing Co., Limited, Montreal, and is now a director and the sales manager of the Budge Carbon Paper Co., Limited (operating The Wilson Paper Co., Limited) of Montreal.



W. I. (BILL) CROMBIE

This long-established company manufactures all kinds of carbon papers, typewriter ribbons, stencils and inks, and occupies a commanding position in its field, selling its well-known brands direct to users, large and small, everywhere in Canada.

By reason of his ability and genial personality, Mr. Crombie has a host of friends who join his former business associates in wishing—and predicting—the best of success in his new venture.

FACTORY OF THE CANADIAN SYMPHONOLA COMPANY

The great increase in talking machine business has revealed a weakness that has been a real obstacle to Canadian manufacturers, viz., a shortage of cabinets. Enlistments and munition plants have made heavy drafts on organizations in piano and cabinet plants. The men taken are replaced with the greatest difficulty, and at much higher wages, or not at all. The problem of output has become acute.

Canadian Symphonola Co., Toronto, Ltd., early in their career faced this cabinet problem and decided to make their own. Consequently a factory and plant were purchased. The illustration gives a bird's-eye view of the factory, which is at 31-37 Brock Avenue, Toronto, a few minutes' walk from the Exhibition grounds.

Dealers are invited to visit the Symphonola factory at any time they may be in Toronto. If more convenient the Symphonola may be inspected at the piano salesrooms of Wm. Long, 406-408 Yonge St., where the full line is on display.

Mr. Long is president of Canadian Symphonola Co., Ltd., and is giving the production of the goods his personal oversight. As a piano man of long experience, and in close touch with talking machine trade development, Mr. Long is thoroughly convinced that the proposition of his company will appeal to any dealer interested in a permanent trade building line.



View of the factory of the Canadian Symphonola Co., Brock Ave., Toronto.

FURNITURE MANUFACTURER HELPS FARM PRODUCTION

Having failed to induce any large number of men to go on farms for harvest, Chairman H. W. Sturdley of the Stratford, Ont., branch of the Organization of Resources Committee, will close his own plant, the Imperial Rattan factory, for at least one week, thus releasing the employees, who will be paid by the proprietor the difference between their wages in the factory and those offered by farmers.

OPENS UP NEW FURNITURE STORE IN NEW GLASGOW, N. S.

J. W. McLellan, vice-president and secretary of McLellan's Limited, of New Glasgow, N.S., has opened up a new furniture store in New Glasgow, in another section of the town to that in which their first store is located. This store is to be run under his own name. It is their intention to order the goods for the two stores separately, and run them independent of each other. Mr. McLellan has been in the furniture business of McLellan's Limited, for the past fifteen years and knows the business and town thoroughly. The new store is one of the best in New Glasgow, and is located in a central part of the town.

A CHANGE AT ELORA FURNITURE CO.

O. C. Schmidt has disposed of his interests in the Elora Furniture Company, of Elora, Ont., to take over the management of the National Furniture Co., of Kitchener. On his leaving the old firm, the Elora Furniture Co. presented him with a beautiful solid mahogany bed as a token of the esteem in which he is held by the members of the firm.

The entire superintendency of the Elora Furniture Co., has been taken over by Mr. J. E. Walser. The company will continue along the same lines as formerly, with their art wooden beds, parlor tables, pedestals, jardiniere stands and talking machine cabinets.



Pictorial Recollections of the Hamilton Picnic

IN our last issue we recounted the story of the Hamilton Furniture Picnic, which is bound to go down in history as one of the best of the annual gatherings that has yet been held. We follow it up this month by more photo graphs that will help to bring back happy recollections of that eventful day to all who were present—and the number was quite some. This is indicated by the group photograph of the picnicers reproduced above. It is seldom that so many furniture men are to be seen together--- nor, for that matter such a group of fine looking specimens of the male sex.

Below will be found some views from the official photographer's collection of prominent figures at the big picnic. Reading from left to right they are:

Bert Menzie, about to lift the ball into Lake Ontario—or in that direction.
"Bill" Pearson, winding up for a fast one.
Eddie Bagshaw, getting the "sign" from the catcher before delivery.
Adams, catcher for the Hamilton retailers, showing how a real catcher should look in action.
Reo Roberts, just before he tickled the pill for a home run.
Miss O'Dell, of the J. Hoodless Furniture Company Ltd., Hamilton.
Harry Lynall, the veteran traveller, who was the recipient of a purse of gold from his furniture friends.



Talking Machines in the Furniture Store

PHONOGRAPHS ARE FURNITURE

After a very careful canvass of the department and furniture stores in Greater New York, we find the buyers of furniture concede that the phonograph is furniture, and enjoys the distinction of belonging to "furnishings," as kindred to furniture, says The Furniture World, of New York. Practically all department and furniture stores carry them, as the demand has become so general. The majority of our informants are leading men in the furniture line.

Some of the houses selling furniture solely are very unfortunate, as they put it, in not having the necessary space to at least carry small lines of both phonographs and records. Other houses which cater to the instalment trade report that the phonograph and record business makes up a great volume of their sales and is no longer considered a side line.

One informant who has always sold high-class furniture, had in his store at the time our representative called, a phonograph, and was waiting for a demonstration. If the latter proved satisfactory the merchant was ready to stock them.

At one department store we were informed that while furniture and phonographs comprised two distinct departments, one man was the buyer for both, and it was a matter of very short time when the two departments would be united.

Other houses selling furniture on a cash basis said that they could hardly put in talking machines profitably, as the general public had become accustomed to buying these instruments on credit. But it would seem to an observer that the class of patrons buying furniture for cash, would not hesitate to purchase phonographs on the same plan.

The records are no small item when taken into consideration that they are the profit and bring the purchaser back to the store again and again to get new ones, and the customer sees other articles, which often means another sale. The distributers of records send out semi-annually or annually a recall list which allows the exchange of old records for new at small cost.

As a result of this thorough survey of the situation, it would appear that the furniture dealers who are not selling phonographs would gain by investigating, and should get a share of this business which belongs to them. The phonograph has become a universal means of home entertainment and has been put in reach of the humblest person. Nearly every household has one, and those which have not, want one.

SELLING "MUSICAL SHOW" RECORDS

When a show, the music of which has been put on talking machine records, comes to your town, do you feature this music with window displays and the like? Doubtless you have been doing this, but next time try this stunt, taught me by a theatrical press agent. Go to your theatre manager first and ask him to send the advance man to see you when he hits town. When the advance man comes he will gladly loan you a cut of one of the "leads" and furnish you with a letter from her, which reads like this: "'The Moon Above' is my favorite song. It expresses a sentiment and has a lilt that has made it a country-wide hit, and I enjoy immensely hearing it played on the 'Playanola.'" Run the cut and the letter in a display ad. in your local paper, and call attention to the fact that you have this and other records from the show in stock. Or better still, arrange to have two or three members of the chorus demonstrate records at your store on the day of the show. The press agent will fix this for a few dollars' expenditure. Advertise the affair and you will pack your store. Result, many records sold, and store popularized. You might, if you wish, let one of the girls serve light refreshments or give away souvenirs.

A PHONOGRAPH LETTER

This form of letter, to be sent out by a furniture—or any other—concern with a talking machine department,

Dear Mrs. Blank:

"Oh, the worry of shopping!"

When you've visited half-a-dozen stores, looking, looking, looking for just the right shade or size—when you're tired, cross and nervous—

Then—

Won't you drop in at our delightfully restful Phonograph Parlor, just across from the —— Building? 'Tis indeed a pleasant, cheerful little shop, fitted up with big, easy chairs—as cozy a nook as ever you saw.

While you're resting and all comfy, just tell us what music you would like to hear. Right gladly will we play your favorite selections, and the new —— and —— records.

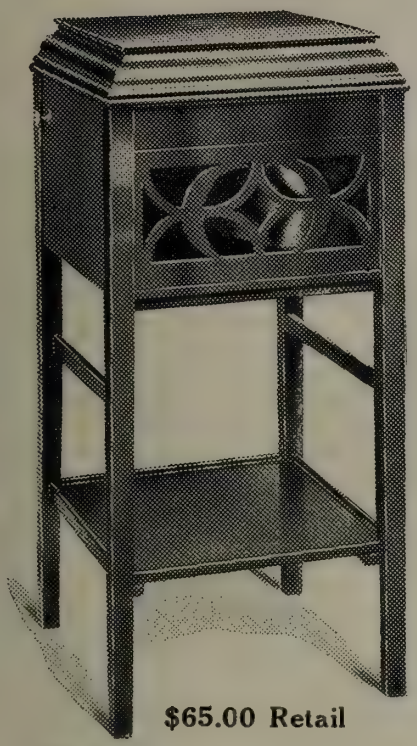
No one will urge you to purchase—nor do we want you to feel that you are under any obligation to us. This is just an invitation to come in and get acquainted.

So, please make our store your up-town home. Arrange to meet your friends here. Come to see us often. It will please us very, very much to have you do so.

And another thing: Many of our friends find it convenient to have phonograph records sent to their homes on approval. We are always mighty glad to fill YOUR telephone orders. Truly yours.

ADVERTISING IMPORTANT

A carefully thought out advertising campaign is essential in the development of a successful talking machine department, and wherever possible the holding of free demonstrations and concerts are of great value. Besides the advertisements in the local papers, attractively gotten up invitations might be mailed to a selected list of desirable prospects.



$65.00 Retail

Fibre Needles, - - - - - - 25c. per 100
Double Disc Par-O-Ket Records, - - 40c.
10" Double Side Popular Records, - 75c.
Crescent 8", plays as long as any 10" Record, Double Side, - - - - - 75c.
Phono Cut Double Side Records, - - 65c.
All prices subject to trade discounts.
Write for particulars.

RAYOLA CRESCENT SILVER TONE

Phonographs

are equal to any make on the market and superior to many. They play any make of record without the use of attachments. The sound box is made to take Diamond point or Saphire ball points, Fibre or Steel needles. It plays in two positions.

Write for catalogue of 15 styles, ranging in price from $7.50 to $200.00

THE LONDON PHONOGRAPH CO.
LONDON, CANADA



IDEAL MODEL NO. 85
RETAIL PRICE - $85.00

WRITE us for special wholesale price on above model in quantities. State how many you are prepared to contract for per month. Prepare for your fall business. May we send a sample?

Why Every Dealer Should Handle The Wall-Kane Needles

First—Each **WALL-KANE** needle is guaranteed to play 10 records on any Phonograph, the tenth playing as clear as the first.

Second—All owners of Phonographs will always purchase **WALL-KANE** needles since they eliminate the troublesome changing of needles after each record.

Third—**WALL-KANE** needles are scientifically prepared, and by reason of their special composition, are beneficial to the grooves of the record, thereby adding to its life.

Fourth—**WALL-KANE** needles minimize the usual scratching sound of the ordinary steel needles, and greatly improve the clearness and tone of reproduction.

Fifth—**WALL-KANE** needles are put up in a handsome Tile Enameled Metal Stand holding five (5) dozen boxes. Two dozen extra loud, two dozen loud, and one dozen medium needles.

The price is five dollars ninety cents ($5.90) per stand, (holding five dozen boxes.) Each package retailing at 15c, bringing you $9.00 in return.

After your first order for a stand, you can procure the needles without the stand, in packages, at a cost of 9c a package.

Try out the **WALL-KANE** needles and convince yourself they are all we claim they are. Write us to-day to forward by parcel post a sample stand.

If cheque is forwarded for sample stand include 15 cents for exchange and 25 cents for postage. (parcel post)

Regal Phonograph Co., Limited
145 Church St., Toronto

Suggestions for the Talking Machine Department : :

By A Staff Editor

NOW is a time when the furniture dealer should begin a good strong drive for business in his talking machine department. The season of long evenings, when people return to the practice of spending a great deal of their time indoors, is not far off, and there is no better form of amusement and entertainment than the talking machine. Last fall those dealers who featured talking machines found sales larger than ever before and there is every prospect of sales this year establishing another record.

Of course, the extent to which this will benefit the dealer, depends to a large extent on his own aggressiveness. If he wants his share of passing business, he must go strongly after it. What are you planning to do to corral your share of this business?

Now is an excellent time to commence a series of talking machine recitals in an effort to interest new customers in this line, and to sell records to those people who already own machines. In advertising these events make the point that those who attend them are under no obligation whatever to purchase. It is necessary to advertise these recitals in order to get people to attend them. Newspaper space and window cards may be used for the purpose, or special invitations printed and sent out to prospective customers. A competent man should be put in charge of such recitals if the best results are to be secured.

HIGH PRICED MACHINES SELLING

AN indication of the increasing interest of the public in talking machines is indicated by the manner in which higher-priced machines are selling. "On looking over the past six years of talking machine business," said a long experienced salesman in the line, "what most impresses me is the growth of the demand for the higher priced machines. As recently as six years ago the average person who came into the store to look at and inquire about talking machines had in mind an expenditure of about twenty-five dollars. To say that the average is now fifty dollars is very conservative.

"When we offered a machine at seventy-five dollars, the highest priced the manufacturer made, we were afraid of it, and then when the hundred dollar machine came along we almost thought a man crazy to pay out so much money for a phonograph.

"The good profit, the satisfactory business and the easiest selling is no longer in the cheap types, numerous as they have become, but in the higher priced types, running as high as three hundred dollars, and that is because they are real musical instruments and being featured as such."

EDUCATIONAL VALUE OF TALKING MACHINES

A FEATURE of the talking machine that is becoming more generally recognized is its educational value. That some knowledge of music is essential to a well-balanced life is now an almost established fact and the talking machine is doing much to increase many people's knowledge in this regard. It is playing a big part in educating both old and young to a proper appreciation of music.

From the educational standpoint how potential would be the influence to-day if the wonderful mechanical musical instruments, with their appliances, we now have, existed two hundred and fifty years ago, thus enabling Bach, Handel, Haydn, Mozart and other illustrious old masters to relegate to posterity faithful reproductions of their performances by means of phonographs.

Inasmuch as it would be of priceless value to have such recordings at this time, present day pupils and teachers will find, and some have already found from experience, that the records made by some of our eminent artists of to-day afford possibly unequalled facilities for acquiring certain phases of musical knowledge. The teacher of musical history when reviewing epochs and events, giving biographical sketches of composers and classifying the different schools and forms of music, will find the phonograph invaluable by demonstrating the record suitable for the occasion. When studying total effects of the different instruments, the phonograph record would indeed be very helpful and highly interesting.

While perhaps being efficient in the art of voice production there are many teachers who are far from being masters of interpretation, especially in some of the grand opera arias, for the reason that they have not had the opportunity of witnessing performances by artists of the highest rank. In many vocal studios is the phonograph finding itself useful as a coach, as also it is in the homes of many pupils.

TALKING MACHINE RECITAL ON FAIR DAY

In our last number we suggested that furniture dealers arrange to have exhibits of talking machines at the local fair. If this is not done, arrangements should at least be made to hold recitals at the store during certain periods of the day which the public generally should be invited to attend. They should be advertised in advance or printed invitations could be distributed to visitors to the town early in the morning of Fair day. The suggestion might be made in advertising that people would find the store a good place to rest and listen to the latest records.

FURNITURE DEALER IS LOGICAL DISTRIBUTER OF TALKING MACHINES

IN regard to the place that the furniture dealer holds in the distribution of talking machines and accessories, a recent statement of D. W. McKenzie president of The Playerphone Talking Machine Co., of Chicago, is most interesting. He says:

"The retail furniture dealer is the logical distributer of real talking machines and records. I make that assertion from positive knowledge, based on personal experience. More than that, I have found that almost universal success has followed the furniture dealers who handle talking machines and records of the first class.

"I have seldom known of a case where the profits of such a line did not pay the retailer's rent and net him a comfortable margin besides, and the few cases where it did not, were due to local conditions, which were beyond the power of any piece of merchandise to remedy. I know of case after case where furniture stores have made a net profit of from $1,000 to $5,000 a year on such a line alone, not figuring on the extra patronage brought into the store, resulting in increased buying in other lines.

"And the record business is a wonderfully steady one. Unlike a single sale of some article of furniture, the sale of a phonograph means a steady sale afterwards, of records, and the retailer's profits on records are large."

THE PHONOLA LINE



Model "Duke." Price $90

Mahogany or Early English
Golden or Fumed Oak.

so complete, so superior, and so profitable, qualifies the dealer for a place in the thick of competition. It equips him for success in getting all classes of trade.

❖ ❖

NO BETTER STOCK

for Fall and Winter trade from the standpoint of immediate profit, quick turnovers, or building up an enviable connection, than

PHONOLAS

AND

ODEON

AND

JUMBO RECORDS



"Grand Duke." $115

Mahogany or Early English.
Golden or Fumed Oak



Model "Duchess." Price $75

Mahogany or Fumed Oak



Model "B."
Price: Mahogany $50. Oak $45

Mahogany, Golden and Fumed Oak

❖ ❖ ❖

The Pollock Manufacturing Co.

LIMITED

Manufacturers of the "Phonola"

KITCHENER - - CANADA

The Secrets of Talking Machine Merchandising

Basic business principles that lead to success in the sale of talking machines —A highly instructive article from the "Grand Rapids Furniture Record."

By C. F. G. WERNICKE

THIS is not the story of how one particular retail furniture store made a success of its phonograph department, but the story of any successful phonograph department will fit the facts discussed. No two successes have the same kind of trimmings, perhaps, but all of them have the same kinds of foundations, therefore so far as possible we will stick to foundations.

Gill Moore, who has charge of the talking machine department at Heyman's, in Grand Rapids, Mich., is a busy man and in charge of a very successful department.

"What is the secret," I asked him, "the underlying secret of the success of your department?"

Now department managers generally like to weave a veil of mystery around their merchandising methods. They like to say, "Sh-h-h, I'll tell you. Back in '98 I was working as an ordinary clerk for—." You know the stuff—personal biography with the department as a side line. Mr. Moore surprised me. His crisp reply was not what I expected, but it was the truth.

"Hard work," he said.

"All right," I came back, "that's the secret. Now tell me some of the less mysterious reasons."

He was equally brief. "Buying right. Displaying right. Selling right." And he considered the matter closed.

There you are. To have a successful phonograph department, buy right, display right and sell right, working hard as you do it. Very simple, isn't it?

And, leaving aside all levity, that is exactly it. The more I investigated, the more department heads and merchants I talked with, the more I appreciated Mr. Moore's pointed analysis. It is simple. It is straight, ordinary good merchandising at bottom, with a few frills of its own, which are not at all difficult.

Buy right; display right; sell right; work hard.

A motto, isn't it? Pasted under a merchant's desk pad, and lived up to, it would mean success in any line of merchandising. The trouble is in doing it. Whether inclined that way or not, it is easy to understand working hard. Learning how to do the rest of it consists merely in eliminating prejudices and theories for facts and profiting by experience, other's as well as our own.

Buying Phonographs Right

The first question—which line?

The phonograph field is well sown nowadays with many lines, all with more or less good merchandising features. But it must be borne in mind, that phonographs are a specialty and cannot be considered in the same light as chairs or mattresses.

The entire industry has been built up on advertising. Next to toilette articles and automobiles, there is no industry which has done more to make public its possibilities.

Phonographs are a luxury pure and simple. What is more, they are an expensive luxury. Yet they are being sold to all classes of people, from working men to the limousine trade. They appeal to your pride, your love of music, and your desire for culture. Nellie, behind the ribbon counter, hums Beethoven's Minuet absent-mindedly, and you think nothing of it. Yesterday you would have stared in amazement—that is if you recognized it yourself. Phonographs are bringing real music to everyone. They are bringing real music to everyone, because everyone is buying them. And everyone is buying them because of the advertising.

Let that sink in. If advertising built the industry, created it and supports it, which line should be chosen? Obviously one of the big advertisers. Either that, or a profit margin wide enough to warrant advertising generously yourself, or to cover fewer sales, if you do not advertise them exclusively. It is enough for the present to establish the fact that to buy wisely demands that you buy merchandise which

(Continued on page 60)



Window display used by furniture to cash in on the present passion for Hawaiian music.

Profits for Furniture Stores in Talking Machines

A line that accommodates itself splendidly to the conditions of the furniture business, as pointed out in an article in the Talking Machine Journal.

By SAMUEL AUERBACH

FURNITURE dealers should all carry a good line of talking machines. Their's is in many ways a peculiar business, done under special conditions. It is particularly characterized by the large proportion of instalment arrangements required to carry it on successfully. Not every line would work harmoniously in with these conditions, but experience has proven that the talking machine line is a line that will.

I have often been asked by furniture dealers to give them the reasons why they should carry talking machines. From my experience, and I travel much among the furniture dealers, I know the reasons are numberless. I wish, however, to make just one or two points, to put forward just one or two cogent reasons in this brief article, for the general benefit of the furniture trade.

Every one will admit that the phonograph has now reached a place in the public mind where it is no more considered a musical novelty or luxury, but is looked upon as an absolute household necessity. The Newlyweds unhesitatingly decide upon a talking machine as a necessity in feathering their nest. Those established homes that do not yet possess one of some sort look to possessing one as soon as funds allow. In refurnishing and redecorating, the scheme is pretty sure to include an instrument of satisfactory appearance. In other words, to-day a talking machine is part—and an important part—in the furnishing of a house, and the public wants an instrument not only for its musical quality, but for its appearance. Hence, it is not so much the small inexpensive table models that are in demand as the $75 and $100 models.

This being the condition of affairs, what is the logical analysis of them from the point of view of the furniture store and its ability to do business with this talking machine line? Let us call the dealer A and the buyer B. We need hardly point out that 95 per cent. of the furniture business is, perforce, conducted on the instalment plan. So the situation is this: B buys certain items of furniture, of course on long term payments—a suite, say, for about $150, agreeing to pay $3 weekly. He pays down a deposit of $10 and as time goes on reduces his indebtedness steadily until he owes the furniture dealer only, say $30. About this time he becomes ambitious to complete the furnishings of his house with a talking machine. He is not interested in a cheap machine. His friends and neighbors all have fine cabinet instruments and he wants one himself at about $75. He wants, moreover, something in keeping with his fine suite.

Now, here is the point: He would naturally think of supplying his talking machine wants from some local house specializing on talking machines, if the furniture dealer with whom he is doing business is not "on the job" to take care of his want. But if every time he has gone into the furniture store he has seen impressive looking talking machines standing about (just as he saw his attractive suite before) he will not be inclined to turn his talking machine business in any other direction. First, the clever furniture salesman will of course have often suggested the talking machine purchase to him, and, being to some extent under obligation to the house, he will not feel that he ought to buy his instrument elsewhere. But the most important consideration will be that he will know that he can buy the instrument his furniture dealer offers him the easy way—by instalments. If the dealer carries a reliable line and stands back of it in the proper way, he need not fear competition from any talking machine specialty store in the city. He should, of course tie up to the very best line he can get the agency for, and also stand ready to take care of his customers' needs in records and all sorts of supplies. In this way he will add a department which will practically work itself, and give him practically no added trouble in collections.

On the other hand, suppose the dealer does not carry talking machines. The buyer B is going inevitably to come to the stage where he wants an instrument. So he goes to the nearest talking machine shop and buys one—on instalments. Thus he ties up a part of his income which would otherwise continue to flow to the furniture dealer, and on which the latter has really a just claim. The result is most likely to be that in times of tight money the furniture dealer and talking machine dealer will have to fight for the weekly payments with ill feeling among all three parties concerned as the outcome.

The dealer with the talking machine line to offer will keep his customers, keep them satisfied, and will make an additional profit out of all their talking machine needs.

A "DUMMY" SALESMAN

A dealer has made use of a phonograph inside a wax "dummy" man to attract attention to his store. The dummy was placed in the entrance of the store. A hidden tube led from the phonograph to the dummy's mouth, making it seem that the figure was talking. The record described the goods on sale at the store, and the prices. The arms and legs of the dummy were loose, and were geared up with small electric motors by means of pulleys, levers and strings, all of which were effectively concealed in the dummy's clothes. The music dealer found that a crowd collected to listen to the dummy, and that it brought more business.

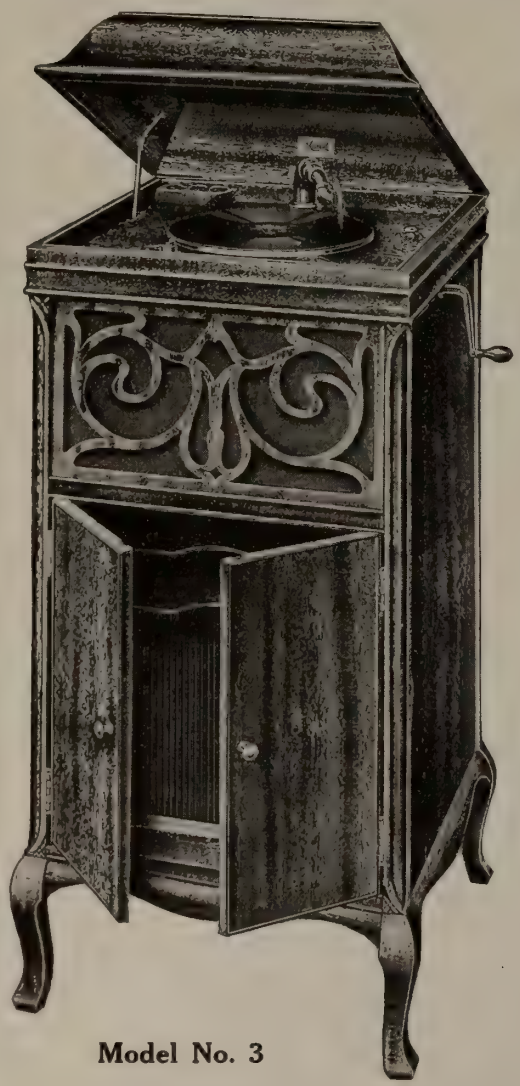
FEATURING ADVERTISED LINES

Furniture dealers should endeavor to take advantage of the general publicity of strongly advertised lines. They should be featured in the windows as well as in the advertising, that the consumer may be familiar with the last connecting link. Some dealers occasionally print a complete list of the advertised lines they sell. Aside from direct sales, it places any store in an advantageous position as a recognized distributor of substantial lines.

What One Dealer Says Of The Mandel Phonograph:

"We made a thorough investigation of the various phonograph propositions that were submitted to us when we decided to put in a line, investigating a number of samples that were sent to us, and making a trip to Chicago seeking information on them.

"We decided on the Mandel machine because we believed it was the best value for the money in the market. We made a thorough investigation of their plant and saw the product being produced in every detail, and are convinced that they are putting the right material into their machines, and that they are built for continuous service. Their cases are beautifully finished and very attractive in design.



Model No. 3

Retail Price in Canada

$140.00

This model stands 49½ inches high on casters, is 24 inches deep and 23 inches wide, finished in genuine Mahogany or genuine Quarter Sawed Oak.

"Their motors are excellently constructed, and we are confident that they will stand up under severe use and require the least amount of adjustment and repairs. Their reproducer is good and the fact that their machines play any record is a splendid selling point.

"We have sold a number of machines since we put the line in and they are all giving good satisfaction and we are thoroughly satisfied with our decision in the matter."

The writer of this testimonial is well-known to the furniture trade. Name on request.

Over Two Thousand Dealers

realized the enormous sales possibilities of the Mandel phonograph and are cashing in on the livest proposition ever presented. Who can question the verdict of this army—2.000 strong—who have placed their stamp of approval on the MANDEL? A high-grade phonograph, selling at a low price, giving the dealer a big margin of profit, insuring everlasting satisfaction to the ultimate purchaser—these facts prove why the Mandel phonograph has forged its way to the front rank in the talking machine industry.

Built By One Manufacturer

The Mandel machine is Mandel made. Every part is manufactured by us—not merely assembled. Every single part is produced under our own supervision by experts in the art of phonograph construction.

The Mandel phonograph embodies everything that represents real talking machine value—cabinets of supreme elegance, motors of wonderful efficiency, tone arms and reproducers that are scientifically correct. As manufacturers we guarantee every Mandel phonograph to give satisfaction.

There is no divided responsibility in the manufacture of the Mandel phonograph. We make it—we guarantee it.

The All Around Phonograph

PLAYS ALL RECORDS

DEALERS—ORDER NOW!
Be Protected For Your Holiday Requirements

Now is the time to place your orders for delivery during the fall months. Shipments will be heavy this fall and dealers who order now will assure themselves of having talking machines in stock when the big selling season comes around.

The two models illustrated in this advertisement are the two best sellers. There is no question about the big consumer value offered in these two models. All Mandel machines are supplied in golden oak, fumed oak and mahogany finishes.

Investigate now! Get our complete proposition. Let us convince you that the MANDEL is the logical talking machine for you to handle. Even if you are already selling phonographs of another make, the Mandel can be added to your present line with added profit to you.

WRITE TO-DAY FOR PARTICULARS EITHER TO OUR CHICAGO OFFICE OR TO OUR CANADIAN DISTRIBUTORS

These two large Mandel factories are devoted to the exclusive manufacture of cabinets, motors, tone arms, sound boxes, and all other parts which are used in the Mandel Phonograph.



Model No. 6

Retail Price in Canada

$100.00

This model stands 45 inches high by 20 inches wide and 20 inches deep. For the money there is no bigger talking machine value being offered elsewhere.



J. A. McLaughlin
Representative
84 Riverdale Ave.
TORONTO



MANDEL MANUFACTURING COMPANY
General Offices:
CHICAGO . . ILLINOIS

MANDEL PHONOGRAPH COMPANY
Canadian Distributors
OWEN SOUND . ONTARIO

(Continued from page 56)

will sell easiest and quickest. That is the first principle of buying right.

Simple? Of course it is. Don't read this to find anything that isn't simple. We are dealing with facts, obvious things which everybody knows—or ought to, anyway.

The next factor is the records. Keep out of the phonograph business unless you intend to handle records. The essential feature of the phonograph trade is the record business. People buy machines to play the records. The machine is secondary, albeit necessary.

A complete stock of records is absolutely necessary. Experience in your community will tell which records to stock heaviest. It is ruinous not to be able to supply your customer's demands. Fortunately the big companies make this easy for you as possible, and their advice can be followed. They will not try to overload you.

How Records Yield Profits

Mr. Moore, aforementioned, estimates that he sells in a comparatively short time enough records to equal the cost of the machine purchased. That the number of records sold for each machine during its lifetime greatly exceeds this is apparent. One concern, of very late origin, offers a $50 machine free with a contract signed by the purchaser to buy a certain quantity of records within a year. They plan to make their big profit on future record sales. These two illustrations serve to show how important the record business is in itself.

COLUMBIA CO. INTRODUCES NEW ART MODELS

The Columbia Graphophone Co. has announced the addition to its line of Grafonolas of a series of art cabinets. This line of art models was designed in order to accommodate the fast growing demand for period cabinet musical instruments to harmonize with the furniture and furnishings of distinctive periods. At the present time period furniture is in considerable vogue, and the new Columbia art models are in keeping with the quality of Columbia product.

About a year ago the Columbia Co. decided to design a line of art model Grafonolas, and with its customary progressiveness gave close attention to every detail before the actual designing was inaugurated. Prominent designers were engaged to submit sketches, and every model is the result of extended time and thought.

No expense or effort has been spared to make the Columbia art models representative of the most accepted ideas in period furniture, while the mechanical equipment includes all the qualities that have been such a factor in Columbia success. The line of new art models consists of eighteen distinctive designs, all of which are operated by electricity. Six of these are "Elizabethan," "French Gothic," "Early English," "Adam," "William and Mary," and Charles II."

The Lloyd Manufacturing Company, of Kitchener, Ont., are moving into their new offices at 271 King St., West, the building formerly occupied by the Onward Mfg. Co. The Lloyd Mfg. Co. are still keeping their warehouse on Queen St.

FEATURES OF MANDEL PHONOGRAPH MODEL NO. 3

The price of phonograph Model No. 3, manufactured by the Mandel Phonograph Company Ltd., is $140, yet it is claimed for it that it compares favorably with other machines of similar dimensions selling for a considerably higher price.

It is equipped with a double spring worm-driven motor, which operates smoothly and quietly and plays five ten-inch records with one winding. The interior



Mandel phonograph model No. 3.

filing device or record compartment accommodates fifty records, which may be filed vertically. There are also two shelves for record albums.

The Mandel universal tone arm and sound box is also embodied in Model No. 3. These are constructed along scientific principles, there being no elbow in the tone arm to break the even flow of sound from the time it is reproduced until it emerges from the mouth of the sound chamber.

The Mandel cabinets are beautifully finished; in fact, these cabinets have won the admiration and respect of critics and discriminating persons who understand good cabinet building and finishing. The Mandel cabinets are finished on all sides, so that they may be placed in any part of the room.

Because people are attracted to your store to-day by certain features, don't think those same features will continue to attract them continually.

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: ELYRIA, OHIO; NEWARK, N. J.

CHICAGO ATLANTA SEATTLE CINCINNATI TORONTO
Lumsden Building

A Phonograph for Every Home

The demand for Talking Machines this coming fall will be larger than ever in history.

Make Your Contracts for Motors NOW

The situation in the raw material market is becoming very serious, and may limit our production. We therefore suggest placing motor orders with us well ahead of time.

WE ARE AT YOUR SERVICE

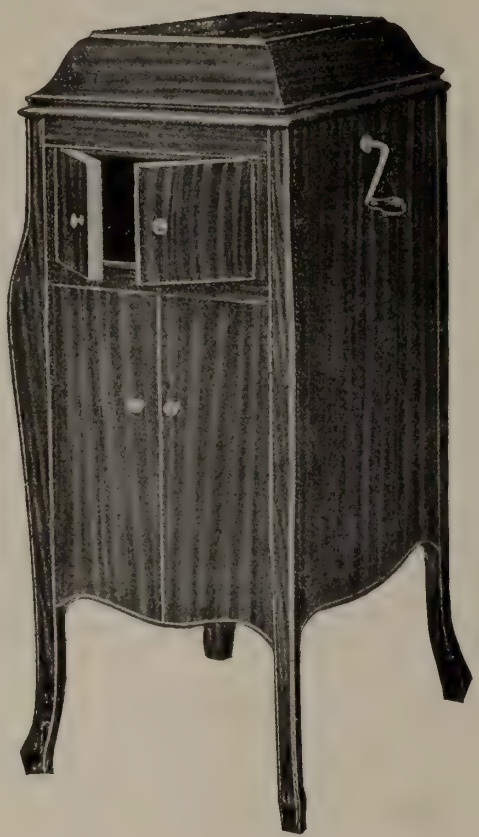
Canadian Branch:
LUMSDEN BUILDING, TORONTO

Otto Heineman
President

MEISSELBACH
TONE ARMS MOTORS SOUND BOXES

Majestic

No. 100



Mr. Dealer—

Are you ready to meet the demand for Phonographs this fall ?

There is every indication that there will be a greater demand for Phonographs this fall than last year.

Don't let the demand catch you unprepared, and let your prospective customers go elsewhere for their Phonographs.

Majestic Cabinets are beautiful, and will ornament any home.

Majestic Machines will play all makes of disc records perfectly without the use of any attachments—no screws to loosen or tighten, a mere turn brings the sound box to the desired position.

You can't appreciate what an exceptional instrument the Majestic is, until you see and hear it.

Put the Majestic to any test on your floor. It will cost you nothing.

Our prices are right

DOMINION PHONOGRAPH CO.

53 CECIL ST., TORONTO

THE NEW PERIOD DESIGN PATHEPHONES

The Pathe Freres Phonograph Co., have shipped the first new period design Pathephones out to the trade. They are certainly very artistic and should materially assist the furniture dealer in making sales to customers who are interested in period furniture for their homes combined with a talking machine of merit.

The company are making cabinets in William and Mary, Queen Anne, Louis XVI., Adams and Sheraton. They have issued a new and beautiful machine catalogue listing these instruments, and also giving interesting and helpful data on period furniture. A copy will be mailed gratis to anyone making a request.

DISTRIBUTOR of AEOLIAN-VOCALION IN EASTERN ONTARIO AND PARTS OF QUEBEC

The House of Nordheimer has appointed R. G. Cordingley, of Brockville, Ont., distributor for the Aeolian-Vocalion for Eastern Ontario and a portion of Quebec, including Montreal. Mr. Cordingley, who is a son of D. F. Cordingley, of the Aeolian Company, is well known to the trade in the section he will represent, having been a member of the firm of Cordingley Brothers, formerly distributors of phonographs before selling out their business at Brockville, to C. W. Lindsay Limited. A wholesale stock will be carried at Brockville, where Mr. Cordingley will make his headquarters.

NEWS NOTES OF THE OTTO HEINEMAN CO.

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, has announced the appointment of W. C. Pilgrim as assistant general manager of the company with headquarters in New York. He will work in conjunction with A. Heineman, who is also assistant general manager.

A. F. Meisselbach, head of A. F. Meisselbach & Bro., Newark, N.J., has been elected second vice-president of the Otto Heineman Phonograph Supply Co., and a member of the Board of Directors. The Meisselbach plant is now a division of the Otto Heineman Phonograph Supply Co. Mr. Meisselbach is one of the best known members of the talking machine industry, and is recognized as a pioneer motor manufacturer. His associates on the Heineman directorate are pleased to include him as a director, as he brings with him years of experience which will be invaluable.

TALKING MACHINE NOTES

The Dominion Phonograph & Cabinet Company, of Montreal, have registered.

The Nova Scotia Furniture Co., of Halifax, is another furniture firm to take on the Pathe line exclusively.

James P. Bradt, of Toronto, general manager for Canada, of the Columbia Graphophone Co., is on a trip to the Pacific Coast. Before his departure for the West, Mr. Bradt was in New York, inspecting the new period designs just brought out by the Columbia Co.

The danger of fire in a wood-working plant depends more on how the trash is kept cleaned up than on what the building is constructed of. Allow neither trash nor surplus stock to stand in the factory over night.

The AEOLIAN VOCALION

THERE is nothing phonographic in the exquisite music of the Vocalion. Its tone is the real tone of voice and instrument. The full richness of the deepest bass, the bell clear sweetness of the highest treble it revoices in the complete splendor of the original tone recorded.

Play the Vocalion, if you wish, by means of the expression device — the Graduola. Each note responds to your touch, you may shade each phrase as you choose.

DEMONSTRATIONS are gladly given to all interested in the Vocalion. We invite you to come and see this final wonder of tone reproduction.



THE furniture dealer who considers adding a Phonograph Department will find in the Aeolian-Vocalion the very line he needs. It will assure him both prestige and profit. Do not fail to get particulars of our dealer proposition; and when you are considering it, remember there is a big advertising campaign on Aeolian-Vocalion, which makes it the easiest-to-sell of all phonographs. It's a wonderful instrument and it is backed up by wonderful newspaper advertising.

NORDHEIMER

PIANO & MUSIC CO., LIMITED

CORNER YONGE and ALBERT STREETS, TORONTO

CANADIAN DISTRIBUTORS for AEOLIAN-VOCALION

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

And Now for the Big Convention Doings

Annual meeting of Canadian Embalmers' Association expected to be greatest ever — Outstanding features — School, picnic and banquet.

WITH the school opening on Tuesday, August 28, everything is in readiness for the C. E. A. convention on Tuesday next, September 4. The meetings will be held, as in the past recent years, in the Anatomical Building of Toronto University in Queen's Park.

The lecturer and demonstrator who gave such efficient service a year ago, Prof. Chas. O. Dhonau, will again take charge of the school and conduct the convention lectures. The professor, as is well known, is president of the Cincinnati College of Embalming, and is as well pathological instructor at the Cincinnati General Hospital. His post in that institution means that practically all the bodies of those dying in the hospital are embalmed by him. Since his last visit to Toronto, a year ago, Prof. Dhonau has handled 1,003 cases.

The Eats

SOUP

Cream of Tomato, Burney-hot

RELISHES

Celery Sliced Cucumbers Olives
With their Brand-on

ENTREE

Fruit Salad, McArthur style

MEATS

Roast Chicken Nu-gent Dressing
Prime Ribs of Beef Cole Gravy

VEGETABLES

French Mashed Potatoes, a la Godin
Henderson Corn on the Com-stock

DESSERTS

Stratford Green-wood Apple Pie

TEA COFFEE
MILK

Banquet menu at Manitou Hotel.

The subject matter of the lectures as well as the business topics to be discussed this year, are of the utmost importance to members of the C. E. A., and it is to be hoped that the attendance will be a record breaker. The Association needs the assistance of every funeral director and embalmer in the Province, and every person in the profession needs the help and co-operation of the Association.

Don't Forget the Picnic

The chief social event of the Convention will be the picnic and banquet at Island Park on Wednesday, September 5, program of which was published in last month's issue of Furniture World. The baseball game will start the proceedings, followed by the races, and ending up with the dinner at Manitou Hotel. The speech-making will be confined to one address, when "Deacon" Henderson, the best known salesman in the trade, will give a talk that will be well worth hearing.

Charlie Musgrave and his orchestra will play throughout dinner, and Bert Harvey and Jack Kelly will enliven the later proceedings. The prize winners will be announced and prizes awarded. This will bring the day's entertainment to a close in sufficient time to allow every person to get back to the city to fill their evening's engagements. The program, too, will be of a nature that will keep everybody at the Island until the last and final word.

The concert program will be a big new feature and with the first-class artists announced to take part, should prove to be an attraction to hold all the members and their friends until the end.

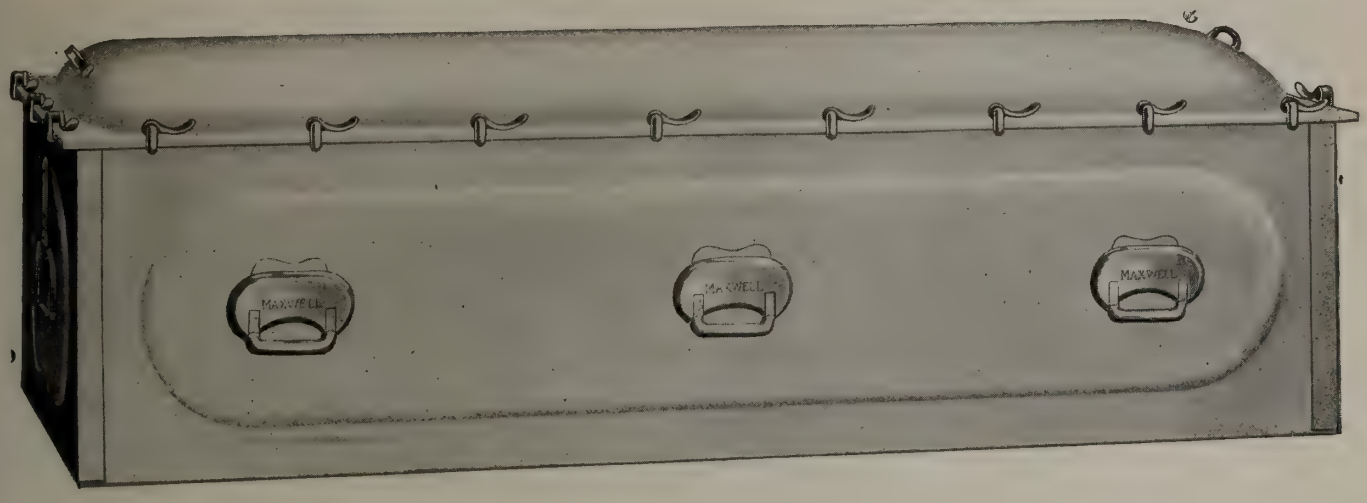
NOVA SCOTIA TO BE REPRESENTED

John Snow, jr., of Snow & Co., funeral directors, Halifax, N.S., intends to be present at the coming convention of the C. E. A. in Toronto. "Doc." Ferguson has prevailed on him to come up and see for himself. "Johnny" is the youngest member of Snow & Co., and is the present "boss" of the concern.

TENDERS ON COFFINS AND CASKETS

The casket manufacturers of Canada, as well as the United States, have been asked to supply tenders on quantities and prices of knock-down coffins and caskets for use of American soldiers killed at the front in France, when the U. S. troops get into action.

Maxwell Sanitary Steel Vaults



Advance in Prices Necessary.

Our Customers are Assured of Superlative Quality and Prompt Delivery.

Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned Design and Construction Unequaled

Carried in Stock by All Leading Jobbers

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $30.00; Without Tray $28.00; Tray Alone $5.00

Sold by all leading jobbers. Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.



Secretary C. E. ZINK, whose paper on soldiers' bodies was a feature of convention

Nova Scotia Funeral Directors' Convention

Maritime funeral directors hold annual gathering at Halifax—Successful sessions—New officers—Interesting features.

Special report for Canadian Furniture World and The Undertaker by our own reporter.

THE annual meeting of the Nova Scotia Funeral Directors' Association was held at Halifax on August 14, 15 and 16, and was an immense success from every point of view.

The various sessions were held in Snow & Co.'s establishment on Argyle St., where every facility for quick dispatch of businses, and comfort and convenience of delegates, was placed at the disposal of those in attendance.

The invitation of President G. E. Nichols was the means of bringing out a good attendance, and when the convention opened there was an immediate settling down to business. After the first morning's preliminaries, at which the reception of members took place and addresses were made by representatives of the Halifax City Council, the meeting adjourned until the afternoon when the reports of the president and secretary-treasurer were presented.



President G. E. NICHOLS, New Glasgow, N.S., who handled all the meetings nicely.

President Nichols, of New Glasgow, in his address said that the work of the year may be considered successful in so far as the development to a larger degree the spirit of fraternity and enthusiasm in the hearts and minds of "our fellow workers." As a profession, he said, marked improvements have been noticed in the past few years and the funeral directors have gained a position in the estimation of the public as a body of men engaged in an important occupation, although it often looked as though the services were not appreciated. Our chief duty is to educate not only those we serve, but ourselves. We must aim to elevate our profession from the crude and sombre methods to a standard which admits only the scientific, the sympathetic and the refined into our ranks.

Embalming Soldiers' Bodies

Following the reports, Secretary Cecil E. Zink, of Dartmouth, read a paper on the proper care of the bodies of those who fall on the field of battle. This paper, which was one of the convention's features, was so interesting that it was reported in the Halifax dailies, and a summary of it wired to Toronto papers, and the gist of it also cabled to London, Eng.

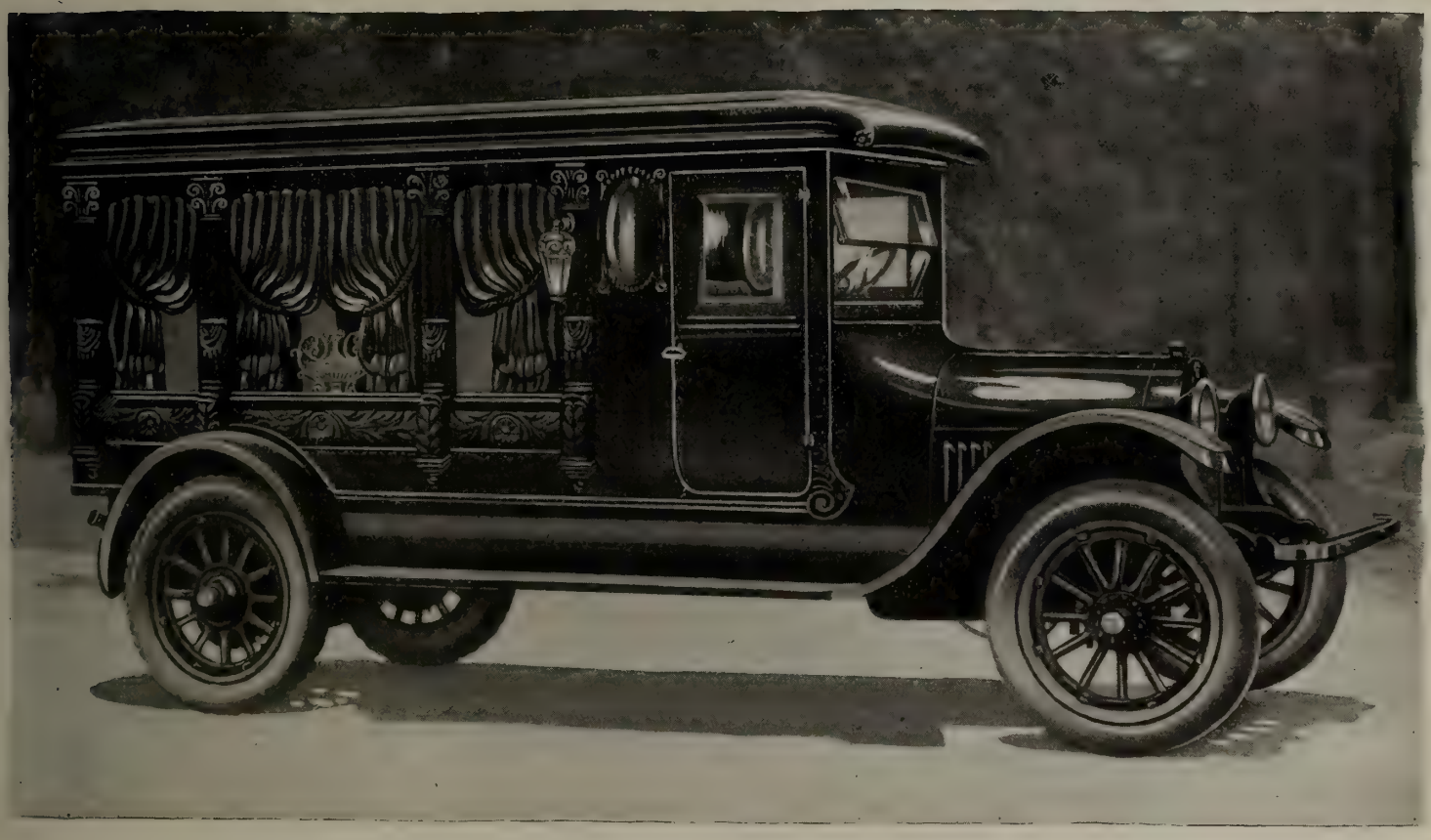
"That proper care of the bodies of those who fall on the field of honor should be given by a staff of embalmers and that arrangements should be made whereby the remains be forwarded to their homes for burial," was the suggestion given in Mr. Zink's address. He said that he considered now was the time to take up this question. The present convention, he thought, should take this matter up without delay and see what could be done to make this suggestion a reality. "We should show to the outside world," he said, "that we have risen from the level of the coffin-keeper of old, (commonly known as the old time undertaker), to the goal of the funeral director, recognized by law-makers, as men of the highest professional type."

In view of the developments which have taken place in the undertaking business and the scientific way in which the work is carried on, Mr. Zink said that it was more reason why the funeral directors should offer their services to the British government for taking care of the brave soldiers who fall on the field of honor.

BEAUTY - DIGNITY - SOLEMNITY

and Superior Quality are Exemplified in

GREER MOTOR EQUIPMENT



In the great advancement being made in the profession of Funeral Directing at the present time, the Motor Hearse is playing the most prominent part.

WHY?

Because members of the profession are beginning to realize the wonderful advantages and possibilities of the Motor Service.

HAVE YOU

Investigated the possibilities of this splendid up-to-date service? Let us give you facts and figures so you can make comparison with your present methods and cost of maintenance, and such comparison will undoubtedly be much more favorable to the Motor Service than you may expect.

WE MAKE

A SPECIAL FORD COMBINATION

Which will prove particularly interesting and is well worth investigating.

We will be in Toronto during the Annual Convention which will afford delegates the opportunity of investigating the superiority of GREER PRODUCTS. We will also have on exhibition at the convention grounds, one of our very special Ford combinations, as well as a Studebaker hearse.

A. B. GREER & SON - LONDON, ONTARIO

France,'' said Mr. Zink, was not only unfitting to the deceased, but was a menace to the lives of those who had filled the gaps in the ranks. Burials at the front caused many heartaches to the relatives. With the co-operation of the funeral directors in all parts of the Dominion, Mr. Zink declared that arrangements could be made where those who died at the front could be better cared for and with more satisfaction to relatives, and he urged that steps be taken at an early date to bring this matter to the attention of the proper authorities.

''We can commence our service where the world renowned Red Cross workers leave off,'' said Mr. Zink. ''We may meet with obstacles, but I believe they can easily be overcome. Many will say that some of the bodies are too badly shattered and that the expense in carrying out this suggestion would be too great. I will endeavor to show you how it could be worked out. In the first place, assuming that each battalion supported a necessary number of professional embalmers, who were licensed in their respective communities, we could prove that by our advanced process of preservation, together with our knowledge of semi-surgery, a shattered body may be re-assembled almost beyond belief.

''In the second place in cases of unidentified bodies, the usual sanitary methods for the protection of the living may be used and the remains buried and so reported.

''With regard to the expense of forwarding the body to relatives, it may be said that the cost would be comparatively small. After the body had been embalmed it could be forwarded on a returning steamer and upon arrival could be taken care of by relatives.

''We must not lose sight of the fact that many a loved one could forget much easier the deep sorrow if they knew the last resting place of their loved one. to say nothing of the beneficial results from a sanitary standpoint to those who continue to fight the battles of the Empire.''

Suggestion Endorsed

By a unanimous vote the delegates to the convention passed a resolution endorsing the suggestion of Cecil Zink, that steps be taken at once to make arrangements for the forwarding of bodies of those who fall on the battlefield to their relatives for burial. A copy of the resolution and Mr. Zink's paper will be sent to every funeral directors' association in Canada, with a request that it be placed before their next convention. The delegates present agreed with Mr. Zink that the government could make arrangements to have the remains of the Empire's dead sent to their native place for a proper burial.

Prof. Moadinger, of New York, who was the lecturer and demonstrator of this year's convention, was to have given his opening address, but a railway accident delayed his train and he did not make Halifax until the next day. The president called on Dr. G. W. Ferguson, of the Champion Chemical Co., to give the convention a little talk, but the doctor thought it was not in his line exactly, as he was connected with a commercial house. However, he told a few witty stories that put the meeting in good humor, and punctuated them with some good advice.

The entire morning session of the second day was devoted to a lecture and practical demonstration by Professor Moadinger, of the State embalming board, New York, a recognized authority in the United States on all matters relating to embalming and the preservation of the bodies of the dead.

He held the close attention of the members as he explained the progress—wonderful as it is—which has been made in the application of scientific truth to embalming processes, and, in the demonstration, showing himself to be a master of his business, not only in theory but in the practical work.

The New Officers

In the afternoon the elections for office took place. These resulted as follows:

President—A. W. Murray, Amherst.

Vice-President—Arthur Ward, Canning.

Secretary-Treasurer—C. E. Zink, Dartmouth (re-elected).

Sergeant-at-arms—Joseph Spencer, Halifax (re-elected).

Chaplain—J. W. Logan, Shubenacadie (re-elected).

On Thursday morning, the last day, the chief feature of the proceedings was the running off of The Casket's educational film, in the Orpheus Theatre, the business session of the morning being adjourned for this purpose. The ''movies'' showed funerals of rich and poor, great and small, and were object lessons to the profession present in funeral directing methods in various parts of the world.

In the afternoon the professor concluded his courses of lectures and the members present voted the whole proceedings as the most important convention in the history of the Association.

Before adjournment the Association voted $30 to the Red Cross and $20 for a memorial window in St. Paul's Church, Terrance Bay, to the 200 victims of the great S. S. ''Titanic'' disaster of many years ago who were buried in the little cemetery near the church.

Votes of thanks were passed to Prof. Moadinger, the New York embalming expert, for his able lectures and demonstrations and motion picture illustrations; to Cecil Zink, of Dartmouth, for his voluntary services as secretary-treasurer; and to Snow and Sons for the use of their premises for the sessions and demonstrations.

Amherst was suggested as the place of meeting for next year.

As the meeting adjourned all present sang the national anthem.

Notes of Convention

During the convention a contest was conducted by the Champion Chemical Co., every delegate present, his wife and children, being entitled to one guess. The prize was a splendid Champion silver church truck. The winner was Bert. Cruickshank, of Halifax.

Bob. Flint, of Eckels & Co., and The Central Casket Co., and Dr. Ferguson, of the Champion Chemical Co., were interested visitors at the convention. Both expressed themselves as well pleased with their visit.

CASKET MANUFACTURERS CONVENE

The fourteenth annual conference of the Casket Manufacturers' Association of America will be held in Cleveland, in October. Although the exact dates have not been officially announced, it is believed that the conference will open October 16, and continue until the 18th. The officers of the association are looking forward to one of the best meetings in its history.

RETURNED SOLDIER EMBALMER

On this page we publish a portrait of Sgt. James W. Lodge, who has joined the F. W. Matthews Co. staff. Mr. Lodge resided in the United States before the war, and has been in the undertaking profession for three years. He is a graduate of the Cincinnati College of Embalming, of which Professor Dhonau is president. Previous to entering the undertaking profession, Mr. Lodge was employed by the W. G. Moss Co., architects and surveyors, Boston, Mass., and he is an experienced draughtsman.

He crossed the border into Canada on the outbreak of war and enlisted in the 26th New Brunswick Batt. He went overseas with the second contingent, was in the trenches eighteen months and was twice wounded. After being an invalid in about 20 hospitals, he was discharged as unfit for further service.

Mr. Lodge is no stranger to Toronto. He has a married brother residing in East Toronto, for twelve years, and he has many friends in Toronto, who remember him on his visits to Toronto previous to the war.

WESTERN CANADA CONVENTION

The Western Canada Association of Funeral Directors and Undertakers met in annual convention at Winnipeg last month, and it was one of the most successful meetings yet held by that organization. The attendance was good. Lectures were given by Professor George Q. Smith, of the Barnes School of Anatomy. The advantages of desiccation in vault burial and for purposes of permanent preservation were fully discussed and listened to with great interest, as were also the questions of the advantages, disadvantages and proper uses of embalming fluids. A number of applicants were given special instruction before examination for licenses, which was one of the features of the convention. "The members of this Association," says Professor Smith, "are live wires and second to none in the United States. A. B. Gardiner, of Winnipeg, secretary, and W. B. Dunbar, of Napinka, Man., president, are splendid workers and are sure to keep up the interest in the association as long as it has a member."

The closing day of the session was spent in a very enjoyable trip on the Red River. A picnic was held at Kenora Park, nine miles north of Winnipeg, and the usual baseball game was played between the undertakers and the wholesalers. The funeral directors won, due, doubtless, largely to the fact that Professor Smith played on that side, though he modestly refrains from saying so. The professor also won second prize in the annual foot race. The wholesalers were the hosts of the occasion. A complimentary vote of thanks was tendered Professor Smith for the interesting and instructive course of lectures.

UNDERTAKER ADDS MOTOR HEARSE

Mr. Robt. J. Reid, one of the leading funeral directors of Kingston, Ont., writes Canadian Furniture World and The Undertaker that he has received his new combination motor ambulance and hearse, from the Houghton Motor Car Co. He took it new out of the factory and drove it about 600 miles, from Marion, Ohio, to Kingston. He has used it about sixty times in his business since June, and has given it forty mile drives over rough roads. "I have never had it in a garage for repairs or adjusting, since I got it," said Mr. Reid, who is more than pleased with the car. **It is better than any that he has had up to now.**

BUSINESS CHANGE AT PEMBROKE

M. B. Malcolm has purchased the undertaking business, stock and equipment, of Wm. Beamish, at Pembroke, Ont. Mr. Beamish has been in the profession for the past 40 years, and he is retaining the furniture end of the business, enlarging his premises for that purpose.

Mr. Malcolm has been a resident of Pembroke for the past twelve years, going there from Kingston. He resided in Chicago for two years, and is a graduate of the Chicago College of Embalming, taking his examinations in October, 1897.

NATIONAL DECLARES 10 PER CENT. DIVIDEND

A stock dividend of ten per cent. on the outstanding capital stock of the National Casket Co. of the United States, was declared July 2. The dividend is payable to all stockholders of record on July 7.

Sgt. James W. Lodge (in centre) and two views he brought back with him from the front. One is a trench





"somewhere in France," Mr. Lodge is the man with the sheepskin; the other is a cemetery back of the lines.



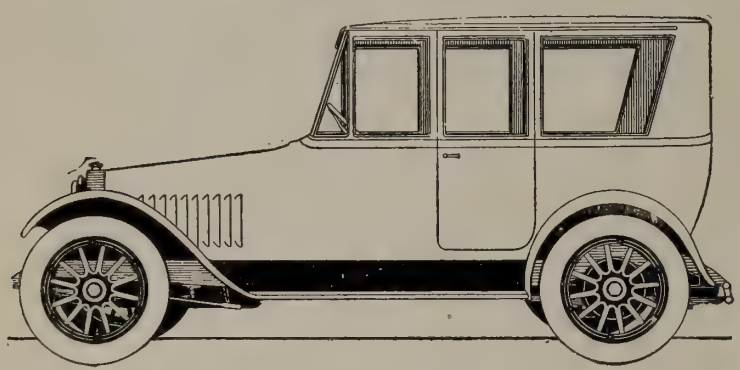
Hints and Helps for the Embalmer

By Howard S. Eckels, Ph.G.
Dean of Eckels' College of Embalming, Philadelphia, Pa.

Written for Canadian Furniiure World and The Undertaker.

SHOULD cancer occur in the face, a cloth saturated with disinfecting fluid should be laid over this portion, thus entirely protecting the operator from possible contamination. The carotid artery may be raised on that side and the body injected towards the trunk, and afterwards injected towards the face. This direct injection of fluid may be needed to accomplish circulation of the fluid through this inflamed, swollen and abnormal tissue. The advantages are perfect preservation and also a hardening of this tissue which produces a good foundation upon which to build up the cavity with plaster paris, which it may be desirable to use to fill out the face to a natural contour.

This plaster paris should be used at the time of the dressing and laying out of the body. In fact, it should be one of the finishing touches. It soon hardens



New Chalmers sedan which Blachford & Son, Hamilton, Ont., have added to their equipment.

and with a little experience in its use and in tinting or painting, a most natural appearance of the face will be produced.

Cancer conditions offer no interference with your general arterial circulation, and because of the great benefits to be derived from embalming, the body shows the skill and art of the embalmer in a most satisfactory manner; so much so, that the best and most practical embalmers prefer to treat a cancer case, as the good results therefrom are so apparent that it adds greatly to their reputation and credit.

You hear a great deal nowadays about undertaking as a profession. It is. But remember that there is just one time during his handling of a case that the undertaker ceases to be a professional and becomes a salesman. A successful director is just as good a salesman as he is a scientific man. Therein often lies the difference between success and mediocrity, between profit and loss.

A man's aspirations must be of a high order. He must be on his professional dignity always. He ever must strive along scientific lines. Yet even with all of this he cannot be a real success financially unless he sees to it that each family buys a casket in accordance with its means.

We are the last to urge that a director should endeavor to sell a carved mahogany to people whose circumstances do not warrant anything better than imitation oak. That is not what we want. It is not what you want. The director who makes a permanent success is not the one who wheedles a poor family into purchasing something they are not really able to buy—who plays upon their sympathies, takes advantage of their bereavement and endeavors to shame them into extravagance. Success never can come along these lines.

Yet, a man or a woman who is able to buy solid mahogany should not be allowed to put off the director with a cheap casket. To permit it is poor salesmanship. It is not the proper way to increase your profits.

We hear a great deal in the yellow press of directors who take advantage of the poor and the ignorant by forcing upon them funeral goods beyond their means. While this occasionally is done, it so seldom happens and brings its own punishment so speedily that it well may be left out of discussion.

What does happen, and happens much too frequently, is that the undertaker will dangle a minnow bait before a sturgeon, and feels content when the fish swallows the hook. More people buy too poor a casket than buy too good a one. Worse than all, is the undertaker who gets the price for a good casket and furnishes a cheap one. Happily he is growing scarcer every day.

What advantages do you claim for axillary method over say, using the brachial artery and tapping the heart?" writes O. A. P., of Chicago.

To this I reply: "The questions in your letter certainly go right to the heart of every principle of arterial embalming, and it is with very great pleasure that I attempt to prove to you at least some of the advantages of draining from the superior vena cava.

"First let us consider the family, some member of which may ask to be present or intrude while you are working. By your method you would make an incision in the forearm and in rather a conspicuous place and then stab the subject to heart with a trocar. Can you imagine the feelings of anyone present at seeing the latter operation?"

DOMINION CASKET CO. GROWING

The Dominion Casket Co., Guelph, Ont., expect to be in their new factory in a month's time. The Dominion line, which has a national reputation for quality all over Canada, is expected to be pushed hard during this fall and throughout 1918, and with a new plant and up-to-the-minute methods, should increase its hold and build up the company to be the equal of any other casket concern in Canada.

STOOD HARD EMBALMING TEST

Geo. B. Thomson, funeral director, Fernie, B.C., a reader of Canadian Furniture World, writes that he embalmed a body thirteen months ago, weighing 300 pounds, using "Champion" fluid. The body has been in his rooms ever since, where it has been subjected to weather conditions existing there from 40 below to 90 above. A newspaper clipping which he also sent from one of the daily papers says that the body looks just as good as when it was first taken care of.

The Purple Cross Movement

The organization of the Purple Cross Association, mentioned in last month's issue of Canadian Furniture World and The Undertaker, is being pushed forward by the promoters. The bill authorizing the establishment of the Society has been presented in both houses at Washington.

Prof. Eckels, of Philadelphia, and Dr. Mowbray, are prominent among the organizers, but the trustees include a host of prominent officials and public men who have held office in the various funeral directors associations of the United States.

Active membership is limited to those who have made the care of the dead their life profession, and to those in affiliated industries. It thus is able to offer to the Government a highly trained specialized service in embalming and permanent preservation and to bring to the care of our dead abroad an efficient service by experienced men. There are approximately 35,000 undertakers in the United States operating under State licenses obtained after strict and rigid examination. It is these men who comprise the Purple Cross and from whom the working force will be drawn.

This organization has filed with the quartermaster general of the United States Army an offer to supply them an auxiliary service "to be assembled, equipped, trained, transported, maintained, and provided with automobile ambulances" at its own expense and without any cost whatsoever to the Government.

The purpose underlying the organization is to make possible the return to their home and burial grounds of the bodies of sold iers who may be killed abroad or die in hospitals when and at such time as may be deemed advisable.

Unless these bodies are scientifically embalmed by experts trained in permanent preservation, and this work be done immediately or within a few hours after death, it will be impossible to return them to America in a sanitary and recognizable condition.

An auxiliary force of 50 embalmers is proposed to be raised in Canada. These men would constitute a Canadian unit in the American Purple Cross Association.

A PREPAREDNESS STORY

There is one man in Illinois who believes in preparedness to the extent of admitting that death in inevitable and that a man should be prepared for the ultimate. He is a well-known real estate dealer in Waukegan. While confined to his home with illness last month, it developed that three years ago Mr. Kittridge selected his casket, purchased a steel vault and made other arrangements for his funeral with a local undertaker. He is now out of danger, however.

A HAPPY UNDERTAKER

A young son (11½ pounds) was presented to Frank L. Hogan, Toronto, a few days ago. The happy father is walking on air ever since.

SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted DIOXIN, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He KNOWS that he has the Best Fluid in the world and he will tell you WHY.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using DIOXIN.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit DIOXIN Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out DIOXIN as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that DIOXIN IS the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before DIOXIN will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

Sarnia's Motor Funeral Equipment

Sarnia is one of the newest of Ontario cities, but it is thoroughly up-to-date. At least the funeral directors of that town have a reputation for modern methods that may be equalled, but cannot be excelled by any other group of undertakers in any city or town of Canada.

The three leading funeral directors have motor equipment that is in strict keeping with their high standard business and which shows they are alive to the needs and requirements made upon them. All the cars were built and supplied by A. B. Greer & Son, London, Ont.

Messrs. Phippen & Simpson, who have a very complete outfit, have just added to their equipment a particularly fine auto hearse. It has the latest equipment that the designers of America have brought forward, and the body is put on a new Studebaker chassis, built especially for this class of work. The beautiful carved panels are of exquisite design and the symmetry is carried out perfectly and nothing apparently is overdone. The interior of the hearse is circassian walnut of excellent grain, and altogether the hearse is a fine specimen. Both Messrs. Phippen & Simpson, as well as the manufacturers, are proud of this production.

They have as well a Ford combination, in addition to complete horse-drawn equipment.

George L. Phillips, 144 Victoria St., Sarnia, in a communication to Furniture World, says he prides himself on having the best outfit in Canada—four motor cars in all. His latest is a motor hearse on a Cadillac chassis. The other cars are a Ford combination for delivery work and country funerals; a pall-bearers' coach; and a car for general service work. There is another car for lead purposes. Mr. Phillips is one of the oldest undertakers in Ontario, having been in business for over forty years, and he carries one of the largest stocks and best outfits in the Province. He makes some of his caskets, and is well-known to the profession.

F. C. Kilbreath & Son are new undertakers in Sarnia, but they are equally up-to-date. They purchased recently a Greer motor hearse mounted on a Ford chassis. In fact all these cars supplied the Sarnia funeral directors, and also their horse-drown equipment were made by A. B. Greer & Son.

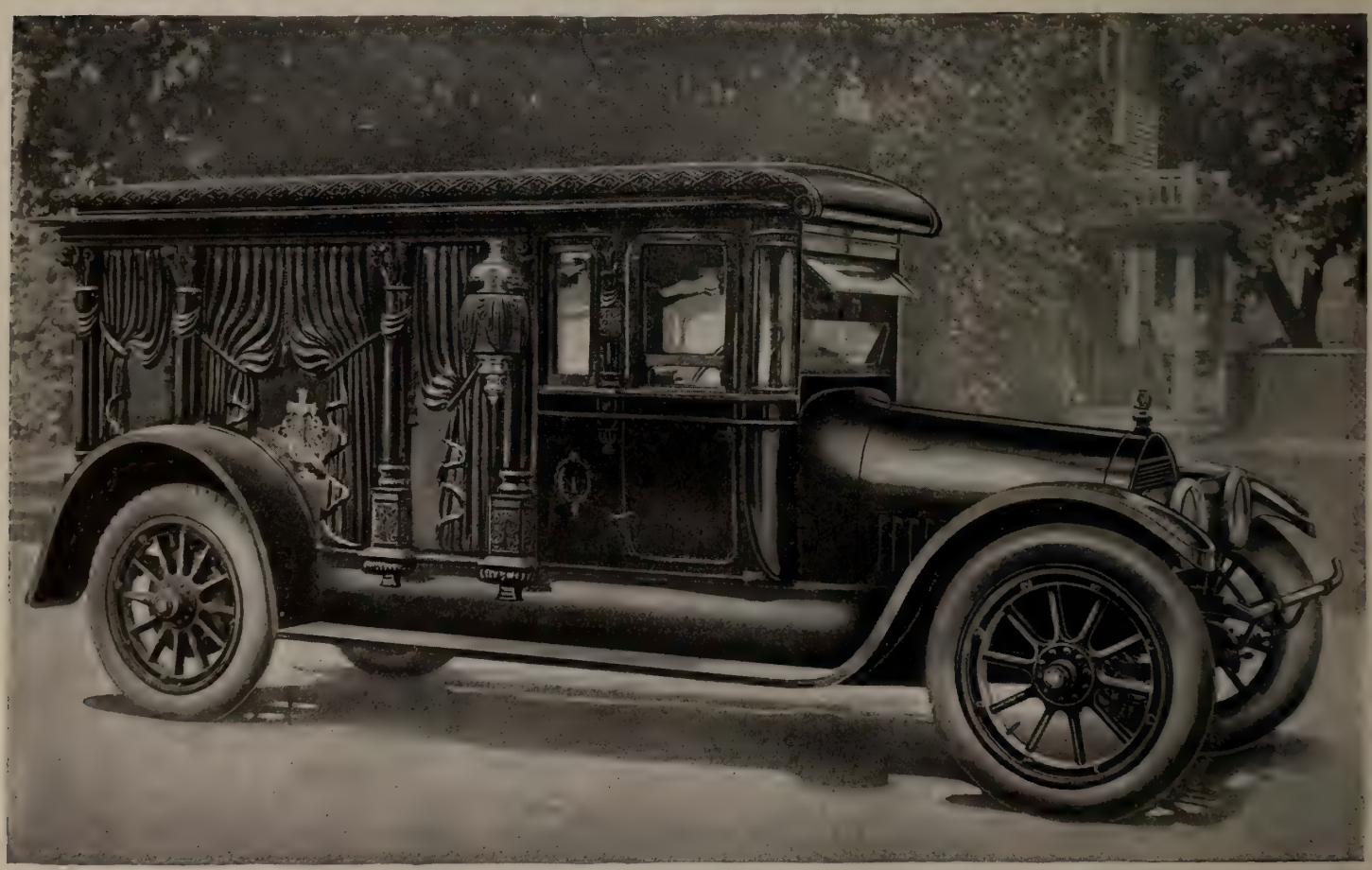
Greer & Son will show at the Toronto convention, a very special Ford combination, and as well a Studebaker motor hearse.

C. E. A. SCHOOL OPENING

The Canadian Embalmers' Association annual school session opened in the Anatomical Building of Toronto University on Tuesday, August 28. When the opening hour arrived there were at least a dozen students present and more were expected later in the day.

Secretary Matthews of the Association in a few chosen words introduced Prof. Dhonau, of Cincinnati, and the professor immediately set to work. N. B. Cobbledick a past president of the Association, was also present and took part in the opening ceremonies which were very brief.

The Examining Board will conduct their examinations in the Anatomical Building on Friday, September 7, the day after the close of the convention.



New auto hearse built for G. L. Phillips, Sarnia, Ont., by A. B. Greer & Son, London.

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Morris & Son, L. 'Phone 10.

Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont.—
Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Hamilton—
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Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

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Hilliar, Joseph.

Ingersoll—
McIntyres.
F. W. Keeler and R. A. Skinner, props.

Kemptville—
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Stratford—
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White & Co., 80 Ontario St.
Down & Fleming,
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Toronto—
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J. A. Humphrey & Son,
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Washington, Fleury Burial Co., 685 Queen St. E.
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

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Woodhall, J. B.

Wallaceburg—
Cousins, Burlington & Saint.

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Patterson & Dart
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Woodstock—
Mack, Paul.

Whitby—
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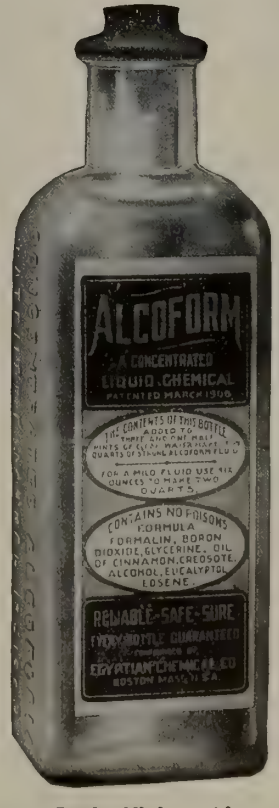
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FOR SALE—Furniture and Undertaking. Western Ontario. or might take a partner. Box 43 Canadian Furniture World, Toronto. -s

WANTED—Position as salesman on road for reliable furniture or bedding firm. Eight years business experience in hardware and furniture, retail. Salary or commission basis. Address Box 42 Canadian Furniture World. -s

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Vol. 7 No. 10 OCTOBER, 1911

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

Published by the Commercial Press, Limited, 32 Colborne Street, Toronto

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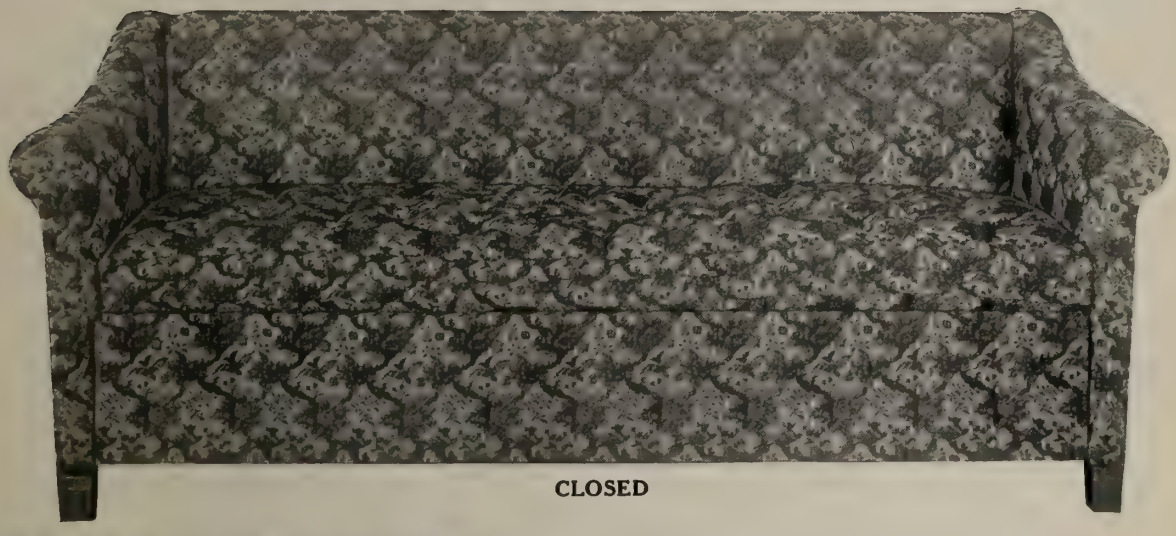
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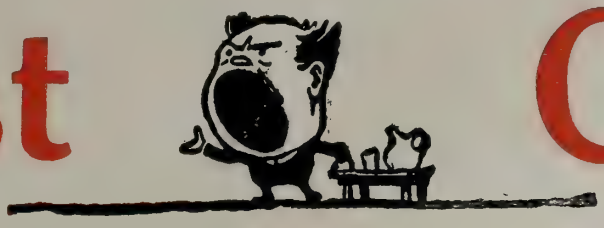
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The Canadian Rattan Chair Co., Limited

VICTORIAVILLE, QUEBEC.

Last Call



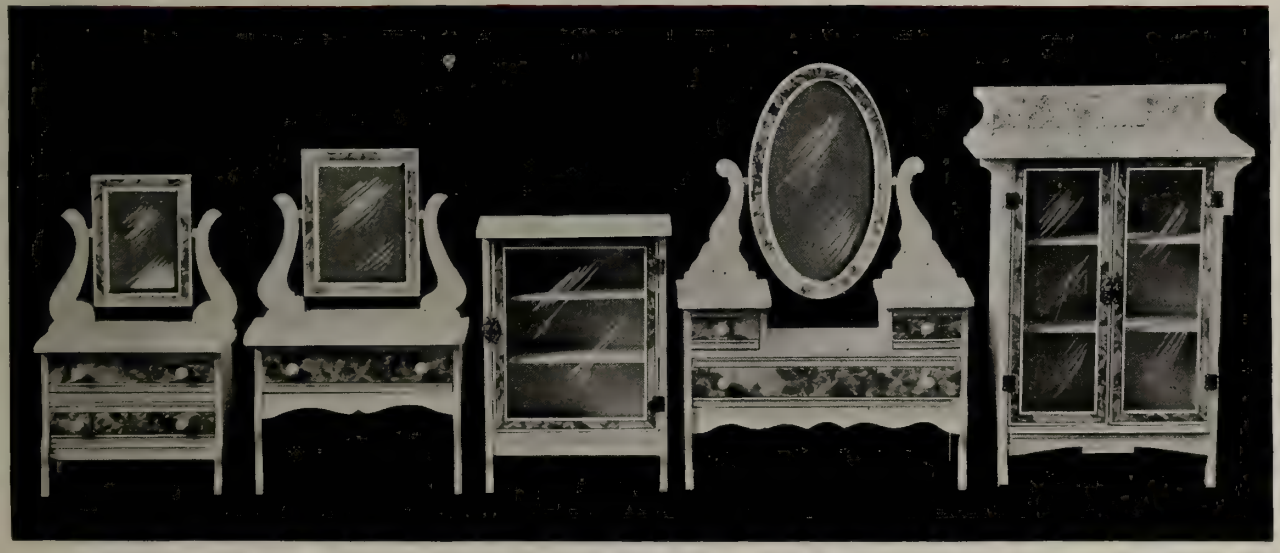
to place orders for

JUVENILE FURNITURE

¶ This Toy Furniture is taking the country by storm. Furniture dealers should place their orders immediately and be assured of prompt delivery. By ordering now you will get stock at present prices. Delay until late and you may cut your profits in two.

¶ This Toy Furniture is made in Canada by *a Strictly Canadian Firm*

DO YOUR DUTY BUY IN CANADA HELP YOUR COUNTRY



No. 28	No. 29	No. 30	No. 31	No. 32
Top, 6 in. x 11½ in.	Top, 6 in. x 11½ in.	Top, 6 in x 11½ in.	Top, 7½ in. x 24½ in.	Top, 7½ in. x 16¼ in.
Height, 19 in.	Height, 20 in.	Height, 16 in.	Height, 24½ in.	Height, 23½ in.
Mirror, 5 in. x 7 in.	Mirror, 6 in. x 8 in.	Door, 9 in. x 11 in.	Mirror, 7 in. x 13 in.	2 Doors, 6 in. x 16¼ in.

White Enamel Bedroom Suite with Cretonne Inlaid Panels

The Victoriaville Furniture Company

VICTORIAVILLE QUEBEC



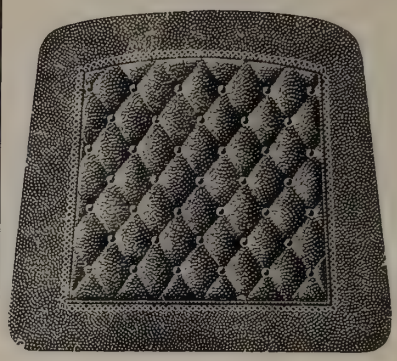
AN IRRESISTIBLE COMBINATION

Good Furniture
A real guarantee



Write for samples and prices

Du Pont Fabrikoid Co.
TORONTO, ONT.



No. 1 Local

Fibre Chair Seats
of every description

Good stock and good prices.

From 10 to 18 inches. Black and tan.

For prices and circular apply to

J. E. Beauchamp & Co.
Montreal

Send your WANT ADS to the Canadian Furniture World

Tennessee Cedar Chests

Absolutely mothproof. Made in three popular sizes. Best copper trimmings used throughout.



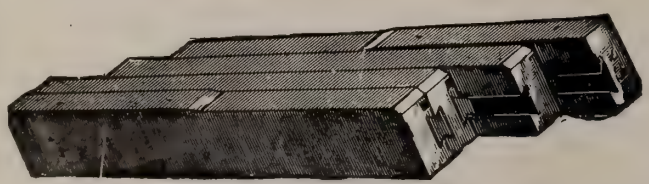
Mahogany Finished, Made in Three Sizes.

Every Woman Wants One

Their handsome appearance and great utility make them favorites with all. The price will enable you to make a good profit.

D. L. SHAFER & COMPANY, ST. THOMAS, ONTARIO

THE WABASH SLIDE



MADE BY

B. WALTER & CO., WABASH, IND.

The Largest EXCLUSIVE TABLE SLIDE Manufacturers in America.

SLIDE making a SPECIALTY BUSINESS

Because of our SPECIAL EQUIPMENT we can make SLIDES BETTER and CHEAPER than the furniture manufacturer who makes a dozen articles.

Many of THE BEST CANADIAN TABLE MAKERS are using WABASH SLIDES.

WHY ? Because we make a better slide at a lower cost.

DEALERS—INSIST on WABASH SLIDES



Macey

There is an ever-growing demand for Macey Sectional Bookcases.

This is due, first to the fact that there have been thousands of satisfied purchasers of Macey bookcases during the last 25 years; their libraries are still growing. Also to the fact that our advertising and the co-operation of our dealers is making new Macey friends every day in the year.

Dealers Profit by Macey Advertising

You dealers know this Company has devoted all the resources of a large and established concern to produce a bookcase which in workmanship, materials, finish and style cannot be surpassed.

The buyer of sectional bookcases is a steady customer. He buys with the intention of adding to his library as it grows. When he comes to your store to buy sections for his bookcase he is a prospect for other furniture.

It pays to push Macey Bookcases. Complete catalogues and advertising helps on request.



Remember

our Permanent Wholesale Showrooms at

136-140 King St. East, Toronto

are open all the year around and afford the dealer with a prospective customer every opportunity to make a sale.

When in Toronto make our Showrooms your headquarters.

FACTORIES :
WOODSTOCK
KITCHENER
WATERLOO
SEAFORTH

CANADA FURNITURE MANUFACTURERS LIMITED

GENERAL OFFICES : WOODSTOCK, ONT.

WHOLESALE SHOWROOMS : TORONTO WINNIPEG

FACTORIES :
WINGHAM
WALKERTON
WIARTON

Practical Methods and Ideas are a big feature of

Canadian FURNITURE WORLD AND THE UNDERTAKER

YOU can assist us by sending along to us any practical methods or ideas that you have tried out in your own business to advantage. Every dealer has some little idea—either in store arrangement, display, advertising, or some other feature of merchandising—that he has originated and put into use. **We want yours.**

Send it along to us, and thus **do your bit** in assisting the trade in which you are so deeply interested. We will appreciate it and so will your brother dealers throughout the Dominion.

Never mind about your literary style. Just send the idea along to us in the rough—in your own words—and our editors will whip it into shape for publication.

Send us your Window and Interior Displays

There are many displays being put in by furniture dealers every month that possess a good deal of merit. It is unfortunate that other dealers do not have an opportunity of admiring and securing pointers from many of these.

The way to make this possible is to have them photographed and sent along to **The Furniture World** for reproduction. In this way reciprocity in display ideas can be carried on by dealers in all parts of Canada.

Let us have your display.

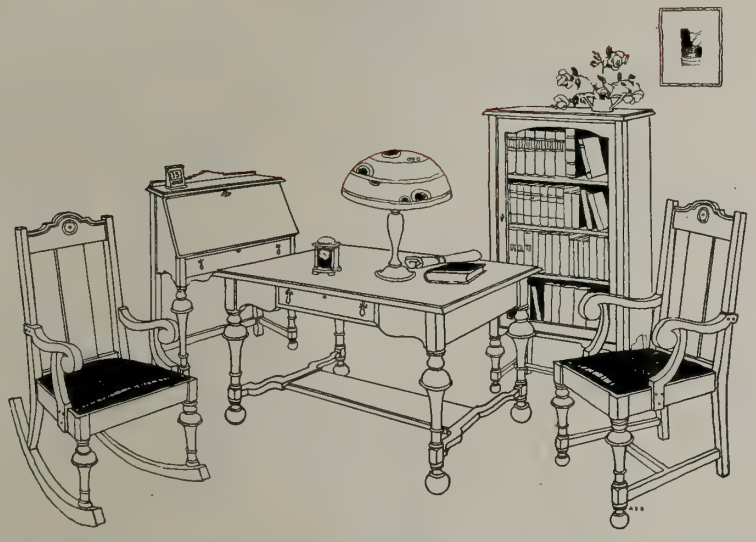
ADDRESS:

THE CANADIAN FURNITURE WORLD

32 Colborne St., TORONTO

Christmas Suggestions *from* The Meaford Line

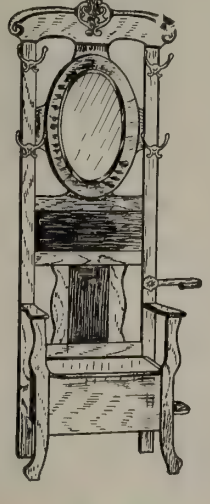
1917



EVERY Buyer has now in mind the purchasing of his Fall stock, and with Christmas approaching, will naturally give preference to the lines which appeal strongly to his customers at this particular season of the year.

We are featuring a very strong line of Fall goods, Sectional Bookcases and Desks, Hall Racks, Bookcases and Jardiniere Stands, Smokers' Sets, Library Tables, Music Cabinets, Parlor Tables, Pedestals and other goods, which we feel safe in predicting will please your customer in every way.

In appearance our goods are unexcelled, durable in construction, and will give your customer lasting satisfaction. Our advice:—*Order as early as possible.*







The Meaford Manufacturing Company, Limited

MEAFORD, ONTARIO

WONDERFUL SELLERS

EMBOSSED - ANTIQUE - BURNISHED

MOULDINGS

THE BIG CANADIAN MOULDING HOUSE

MATTHEWS BROS., LIMITED

788 DUNDAS STREET TORONTO, CANADA



"Has So Many Unique Talking Points"

That, in a breath, tells the reason why the Elite and the Peerless Folding Tables hardly reach the dealers' floors before "they begin to turn around and go right out again." Every one who sees one wants one. The

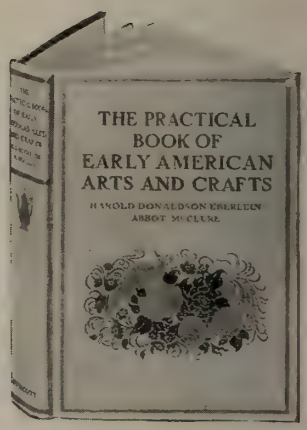
ELITE FOLDING TABLE

like its companion in comfort—the Peerless—has so many points of appeal that almost all the salesman has to do is to give a simple demonstration of the table to make a sale. Orders that keep coming in indicate the way in which this handy article of furniture is "catching on" with all classes of people for all purposes.

Write for our attractive proposition to buyers of gross lots.

HOURD & CO. LIMITED *Sole Licensees and Manufacturers* Dept. W. LONDON, ONTARIO

A KNOWLEDGE of the Products of Early American Arts and Crafts is absolutely essential to the up-to-date Furniture salesman and dealer. Heretofore it has been necessary to secure the information either through experience in handling the objects or in numerous books. All that it is necessary to know about the subject can now be found in



THE PRACTICAL BOOK OF

EARLY AMERICAN ARTS and CRAFTS

By Harold Donaldson Eberlein and Abbot McClure.

232 illustrations; handsome cloth; octavo; in a box. $6.10 postpaid

There are chapters on American glass, Mexican majolica, American ironwork, copper, brass, lead and tin, needlework, silverplate, goldsmithing, pewter, pottery, decorative painting in household gear, portraiture and allegorical painting, coverlets and carpets, illumination, handblock printing, carving and lace. Our forefathers were artists in many spheres. They made a vast variety of beautiful and interesting objects.

The antique makes so powerful an appeal now-a-days to all people of taste that a knowledge of the arts and crafts of our ancestors is essential to the dealer unless he is to fall behind his customers in appreciation and knowledge. Many of these objects, or reproductions of them, have become of established demand and others might well be added by the wide-awake dealer or decorator.

The long article on American Silver is the latest word on this subject and may be found of great profit.

Canadian Furniture World and The Undertaker

32 Colborne St., TORONTO, ONT.

ANOTHER POPULAR PRICED PERIOD PATTERN *from* KNECHTEL'S NEW LINE



Made of red gum, in walnut, mahogany, or natural finish, or finished in old ivory enamel, "flat" or "rubbed" finish. This suite may be shown on your sales floor in two or three of the above finishes without tying up much money, because these suites are low priced, and because they will certainly sell quickly.

Eight pieces as shown for sixty-four eighty-five.

SEND YOUR ORDERS IN NOW FOR PROMPT ATTENTION.

THE KNECHTEL FURNITURE CO. LIMITED

HANOVER ONTARIO

A MATTER OF IMPORTANCE.

In buying or selling furniture, a **matter of importance** is the quality of the mirrors. **COPPER PLATED MIRRORS** have their silvering so protected that there is absolutely no risk of becoming clouded or spotted by dampness, heat or cold.

This is an important feature, permitting the dealer to guarantee the silvering for all time.

COPPER PLATED MIRRORS

are manufactured by

PHILLIPS MANUFACTURING CO., LIMITED

258 to 326 CARLAW AVE., TORONTO, ONTARIO



Facsimile of label on face of all COPPER PLATED MIRRORS.

The customer who owes you for a good night's rest is an asset; his furniture business is yours.

The customer who crawls fatigued from bed each morning cursing the spring you sold him is a liability; he buys nothing more, and he "knocks." Experts have decided that the right spring to sleep on is the coil spring. It is specified for Pullmans, is in every first-class hotel—every box spring.

If, then, the coil spring is the right spring to sleep on, it is the right spring for you to sell.

This Leggett & Platt Coil Spring, No. 8, is the crowning achievement of thirty years' effort to give sleep its maximum of comfort, luxury, benefit. It provides, (1) Perfect conformation to the curves of the body, made possible by the hinged construction. (2) Coils are supported by spring steel bars. (3) That patent bottom construction gives the most secure fastening known and holds the long supports upright and true, making it impossible for them to give down. There are seven other exclusive points of superiority. Ask us for full particulars and sales privileges.



TRADE MARK

Leggett & Platt

The Leggett & Platt Spring Bed Co., Limited

Windsor, Ont.



STOP!

Protect yourself. Play safe, Mr. Dealer. Don't buy a single baby buggy until you have investigated for yourself.

The invention of the "REED-LOOM" by Mr. Lloyd has literally turned the reed baby carriage manufacturing industry upside down.

The line is ready NOW—far more even, fine, beautiful work than the work of the most skilled workman.

Against the Lloyd line there can be no competition, either or QUALITY or PRICE—absolutely NONE.

Therefore do NOT purchase until you have seen the result of this wonderful process with your OWN EYES.

Write, or wire, for information.

The Lloyd Manufacturing Co.

KITCHENER, ONT.

MR. FURNITURE DEALER



Model G, $225.00
MUSICPHONE

If you are handling phonographs and could get a HIGH-CLASS MACHINE that would attract and hold the attention of every prospective customer that came into your store, irrespective of how many other machines were displayed, would you not think it a good proposition, especially, if the value was better, and the proposition more liberal than anything else in its class? Such an article you can have in our ELECTRIC MUSICPHONE.

Your first surprise upon lifting the hood of our instrument is that a twelve-pound hood feels like one pound in your hand, owing to the self-balancing attachment. The hood will stay up one, two or three. or fifteen inches—requires no catch, and cannot fall down. **Your customers will appreciate this feature.**

NOW FOR THE MOTOR. No man or woman wants to turn a hurdy-gurdy handle every time a record is put on, if it can be avoided. Our motor is different from anything you have seen before, no gears, no belts, and never requires oiling. It is the most silent running motor to be found to-day, and it runs from THREE ORDINARY DRY CELLS, no trailing wires, or jumpy current to trouble it—can be moved freely around the home, and sold in the country where no electric current is available. Think what this means.



Model F, $200.00
MUSICPHONE

Next, our instrument is equipped with our own SPECIAL UNIVERSAL TONE-ARM, which plays all records without attachments or screw adjustment, and we provide a set of three permanent needles to play any make of records

You will see from the above that our whole idea has been to remove all objectionable features of the ordinary type of machine, and put on the Canadian market the best instrument that can be made.

Our tone-control on the side gives all graduations of tone required.

Either of the two designs shown can be shipped promptly, and until you have them on your floor your competitor has the advantage over you.

Further information cheerfully given. GET IN TOUCH WITH US.

NEWBIGGING CABINET CO. LIMITED

HAMILTON, ONT.

Manufacturers of Phonographs and Record Cabinets

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM. J. BRYANS
JAMES O'HAGAN
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

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Fine New Furniture Store Opened in New Glasgow, N.S.

J. W. McLellan, secretary of McLellan's, Limited, opens up a new store under his own name—Some of its features.

OWING to the rapid growth of New Glasgow, N.S., J. W. McLellan, who is secretary and vice-president of McLellan's Limited, decided that there was an opportunity for another good furniture store in his town and accordingly, in July of this year, he opened a fine, large store under his own name, on Provost St.—just three doors from the post office. He is still connected with the old firm of McLellan's Limited, who run three stores—furniture, leather goods, and a five, ten and fifteen cent establishment—but he opened the new store himself and it is operated altogether independently of the other one.

J. W. McLELLAN, who opened a new furniture store in New Glasgow, N.S., in July, has had fifteen years' experience in his father's store, of late years having full charge of the furniture business of McLellan's Limited. He is twenty-eight years of age and has never worked in any other place than his father's store until he started for himself on July 21.

His father started in business twenty-five years ago and had the business incorporated some ten years ago. He is looking after the furniture business of McLellan's Limited, himself, at present.

His store is located in the centre of the business section of the town and away from any of the other furniture stores. The store is a good, large one, with two large plate glass windows and well lighted with electric lights. It is 30 feet wide and 80 feet long, and occupies two floors.

A complete line of furniture, rugs, window shades, etc., are carried, and a strictly cash business is being done. A full line of talking machines and records are carried, as this is found an excellent line to carry with furniture.

Aims to Give Good Value

"My aim," stated Mr. McLellan to THE CANADIAN FURNITURE WORLD, "is to give the people good value for their money. I know the kind of goods the people here want, and by close acquaintance with the furniture factories and the class of goods turned out, I believe I will be able to satisfy the public."

"This town is growing so rapidly," he stated, "that there was room for another good store. Besides New Glasgow, there is Stellarton, Westville and Trenton connected by tram line and the people from those places come here to buy their goods." That there was really an opening for another store is indicated by the statement of Mr. McLellan that so far he has done a great deal more business than he expected to do.

Enthusiastic Over Business Prospects

Mr. McLellan is very enthusiastic over the business prospects in New Glasgow. "This is one of the best towns east of Montreal," he declared. "The home of the Nova Scotia Steel & Coal Co., is here. At the present time they pay out from $130,000.00 to $150,000.00 every two weeks to their workmen. The Eastern Car Co. is also located here. This firm have been shipping steel box cars to Russia and France for the past two years. At the present time they are loading a boat here with cars to be taken direct to France. There is a large shipbuilding plant here making steel vessels. The first one was launched recently and it was the first steel ship built in Nova Scotia. There is another one about ready to launch and a third one getting built. They intend to keep two or three under way all the time. There are many other firms here in the steel and iron business and a great many good coal mines, and they are all working day and night to keep up with their orders."

OLD HICKORY FURNITURE DISPLAY THAT ATTRACTED ATTENTION

Harmon M. Purviance, of Huntington, Ind., a prominent furniture dealer and undertaker of that city, who was a recent visitor to Canada, makes a big feature of his windows, aiming to put in outstanding displays that will really attract attention. To an editor of THE CANADIAN FURNITURE WORLD he described a display of old hickory furniture which he arranged and which attracted much attention. The central feature consisted of a showing of old Indian relics, and to make it more realistic one of the oldest of the local Indians was secured to sit in the window. An old historical picture was also shown.

Ideas and Methods for Going After Business

Seasonable suggestions for the furniture man in going after fall business.

FURNISHED room arrangement in their windows is made a big feature by Woodhouse & Co., of Montreal. They have a large battery of well-arranged display windows finished in white and the furnished room idea is used quite extensively, as they realize that it helps people to form an idea of how the goods will appear in their own home, and besides,

WATCH OUR WINDOWS

Our windows are ever a source of interest to the home lover, presenting as they do, delightful furnishing schemes for every room in the house. Ten rooms completely furnished, always on view—new schemes shown every week.

furniture shown in natural surroundings appeals much stronger to the average person.

The store has a double entrance with a window display space between, giving a display in a place where it is likely to get most attention.

USING VACANT WINDOWS FOR DISPLAY

The furniture department of the T. Eaton Company of Toronto, have been using vacant window space on Yonge St., some distance from their store, to display samples of their furniture, indicating by large show cards where the goods are obtainable.

The idea is one that many dealers in other centres might use to advantage. If there are any vacant windows in your locality, why should they not be utilized by the merchants of the community instead of being allowed to become an eyesore to the district? The owners of such stores will generally be glad to rent



Suggestive background for fall window display.

such windows at a low figure because there is more chance of renting a store when the window is clean and a nice display in it than when it is dirty and bare looking, or filled with circus or show posters.

If you have a vacant store in your community, give consideration to this question. The use of the window can generally be secured for a trifle, and a bright display of your goods with a show card telling where they may be secured, should be productive of good results.

HALLOWE'EN WINDOW DISPLAY

Hallowe'en is a time when people expect to see some clever and unusual designs in store windows, and the store that can make the most attractive showing along these lines is the one that will attract attention and make sales.

The Butler Way gives a design for a background



Sketch of an excellent background for a Hallowe'en window display. Read how it is constructed in accompanying article.

that can be worked out with no great expenditure of time and little expense.

As indicated in the illustration shown here the background should be lined from top to bottom with black crepe paper or black cambric. A large moon should be cut out of orange-colored cardboard and several stars of white cardboard. Pin these to the background.

Then build a rough fence with an opening in the centre. This should be of plain boards of uneven design. Cut a witch out of Hallowe'en crepe paper and mount it on cardboard. Suspend the witch on the broom in front of the moon. Use black thread, as this will be practically invisible.

Another way to make the witch would be to dress a small doll with a high pointed hat made out of cardboard with a long black dress. You can make the doll's dress out of black crepe paper.

MIRROR WINDOWS

In arranging special "rooms" inside the store to show furniture in properly selected suits, if the room idea is carried out to the extent of having one or more windows, these windows can give a realistic effect by using plate glass mirrors (not beveled) in them for panes, instead of plain or no glass. If the panes do not coincide with the size of any plate mirrors available and it is not desirable to cut the latter, use half sections of the window sashes, etc., and the glass will not need to be cut to fit.



Back the Window Up by Plenty of Advertising

OPPORTUNITIES for trade during the next three months are excellent, and the retail furniture dealer should work his windows to the limit. He will do well, however, to back his displays up by plenty of advertising, as it is combined effort on the part of all the selling agents that bring the best results. We reproduce a suggestion for a seasonable window, and below is a group of ads. devoted to beds and bedding which sell particularly well at this season.

WILDER'S WILL FURNISH THE HOME ON **CREDIT**

Davenport Sofa Beds



A Handsome Sofa during the day and a comfortable bed at night. Made of solid Quartered Oak, Early English or Golden, covered in fine quality of Velour. Worth $25.00. Special **$17.49**

Wilder's Limited

292 St. Catherine Street West

(Near Phillips Square)

SUBURBAN DELIVERIES—To Lachine every Friday; SOUTH SHORE—St. Lambert, Montreal South and Longueuil every Wednesday.

Get Under a McLintock This Winter

Draw it up close and snug and keep warm and tight. There's warmth without weight in

McLintock's Elderdown Quilts

(VENTILATED)

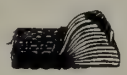
because of their special construction which permits perfect ventilation. They are made in England and stuffed with the finest, whitest, purest eiderdown. Covered with sateens silks and satins of every color or combination of colors. Will outlast any other make. Sizes 5x6 feet or 5x8 feet. Look for the name "McLintock"—it means the best eiderdown quilt in the world. Our window is alive with them

—CASH OR CREDIT—

HASTINGS FURNITURE CO. Limited

Successors to Wide Awake Furniture Co.

41 HASTINGS STREET WEST 41



Mattresses

The Williams special mattress filled with carded layer cotton in layers covered with extra quality fancy ticking Strap handles on side for turning. Regular $11.50. August Furniture Sale **$7.45**

Mattresses—All made extra good in best grade of art ticking good patterns. Heavy layers of felt, all over wool fabric centre. August Furniture Sale **$4.75**

Spiral Spring Beds, made of all tempered springs, rigidly attached to steel frame. The strongest and most elastic spring made. Regular $9.00. August Furniture Sale **$6.45**

Double Woven Wire Springs, hardwood frame. 1 inch double weave with 3-in interlocking bands. 4 feet 6 inches size only. Regular $4.00. August Furniture Sale **$2.00**



Brass Bed Sale

Matchless values in Beds. Brass Bed with continuous 2 inch posts, guaranteed lacquer, strongly constructed, satin or bright finish, all sizes. $23.00 value for **$14.90**

Lord Furniture Co.

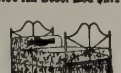
Beds, Springs, Mattresses

Thirty-Three to Fifty Per Cent. Reduced in Price For The Entire Balance of This Week

FOUR days of wholesale selling. We must make room for two carloads more that are on their way from the manufacturer. Our present stock estimates close upon one thousand Beds, including All-Brass, Brass and Steel, and All-Steel Constructed Beds

A PRETTY big assortment to have at any one time, while as many more are ordered and mostly all are shipped. There'll be some mighty big bed values offered during the next few days at this store, and if you are in need of one, or contemplate purchasing in the near future, you had better see about it while this Sale is on.

$3.50 All Steel Bed $2.19



WHITE Enamelled Bed, exactly as illustrated, brass top rails, 2-inch fillers, high bend, all sizes. Regular $4.50 value for special sale at only **$2.19**

$6.00 All Steel Bed $3.35



WHITE Enamelled Bed, exactly as illustrated, brass top rails, 2-inch fillers, high bend, all sizes. Regular $6.00. Special for this sale **$3.35**



Brass Beds 33 to 50 Per Cent. Off

ABOUT two hundred Brass Beds to clear. Some of them only one of a kind and a style exclusive to this city. All styles, makes and sizes. Square Round and Continuous ends. Absolutely the best lacquer Finish. For examples of the big reductions read these prices:

Regular $22.00 All Brass Beds now $15.00
Regular $30.00 All Brass Beds now $16.75
Regular $32.00 All Brass Beds now $19.00
Regular $45.00 All Brass Beds now $25.55
Regular $55.00 All Brass Beds now $32.50

$10 All Steel Bed $6.25



WHITE Enamelled Bed with high top end, 2-inch fillers, brass trimmings, exactly as illustrated. Regular $10.00 value. Special for this sale only **$6.25**

$13 All Steel Bed $7.85



GREEN White or Vernis Enamelled Bed, exactly as illustrated. Heavy posts and heads. Very ornamental and durable. Size 4 ft. 6 in. only. Regular $13.00 value. Special for this sale **$7.85**

$3 Well Made Bed Springs $1.75

DOUBLE Woven Steel Wire Spring, hardwood sides, copper wire supports, all sizes. Strong and durable. Regular $3.00 values, for this sale only **$1.75**

$5 All Steel Bed Springs $3

ALL Steel Reinforced Springs, vermin proof and noiseless. Heavy roll edge, extra weave of interwoven wire. Regular $5 for this sale **$3.00**

$7.50 Banner Spiral Springs $5.25

THE reinforced Banner Spiral Spring. All steel construction. Perfectly sanitary and vermin proof. The 50 coils of each stand of these to stay. Regular $7.50 value for this sale only **$5.25**

Camp Cot and Mattress

Regular $4 Value for - **$3**

STEEL wire mattress well braced and with copper wire supports. Just the thing for camping purposes or for portable mattress. Regular $5.00 value for the two pieces. Special for this sale **$3.00**

$3.50 All Sanitary Mattress $2.35

EXTRA Extra Mattresses covered ticking, good strong quality, serviceable striped ticking. All sanitary filled with cotton, and well buttoned down. Regular $3.50 value for only **$2.35**

$6 Art Tick Mattress $3.75

GUARANTEED all Sanitary Mattress. Loaf cotton felt top, buttoned and rolled. Well buttoned down and securely tacked edges. Regular $6.00 value. Special for this sale **$3.75**

$15 Pure Cotton Felt Mattress $8.75

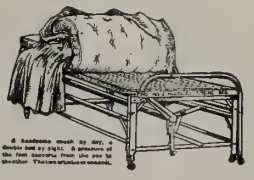
PURE Virginia cotton Felt Mattresses, felt filled. Pure fibre open pocketed. Side seams, all roped. Soft and pliable imperial roll edge. Absolutely sanitary. Regular $15.00 value for only **$8.75**

The Canadian House Furnishing Co.

A. J. Freiman

Rideau & Mosgrove

Everything Exactly As Advertised



A handsome couch by day, a double bed by night. A pleasure at the first moment from the one to the other. The best attention assured.

Some day you will need a Couch Bed like this, not very expensive, yet strong, attractive, roomy and comfortable. No home should be without one.

All steel frame, finished in gold bronze, guaranteed Hercules Spring, good soft mattress, covered with green denim.

Lemont & Sons, Ltd.

House Furnishers, Fredericton, N. B.

An 8.85 Bed Outfit For 6.98

This Remarkable Offer is Good for Three Days Only, Tuesday Wednesday, Thursday

The Outfit Consists of

Bed of steel design in pure white enamel with brass knobs mounted on each corner, the one double size	Value 3.25
Mattress made up and filled, good quality ticking, double size	Value 3.35
Spring of copper wire centre and fine wire, double size	Value 2.25
Total	8.85

We offer the above outfit as a special selling one minute on Tuesday Wednesday and Thursday at the unbelievably low price of 6.98. This bargain should appeal to anyone wishing to save money.

WRIGHT'S LIMITED

FURNITURE AND CARPETS

CHARLOTTE ST SYDNEY, N. S.

Mattress and Springs



THE THOMPSON FURNITURE CO., Ltd.

The Furniture Dealer and the Christmas Holiday Trade

Some suggestions for the guidance of dealers regarding buying and selling methods for what promises to be an active season.

By WILLIAM LEWIS EDMONDS

WHILE the time when the buying of Christmas gifts by the public becomes general is some weeks distant, it is none too soon for there tail furniture dealer to begin his preparations for catering to it when it begins. Several years ago the buying on the part of the public did not become general until well into December. To-day the practice is altogether different. People now begin to buy several weeks before the advent of the holiday season. Some even begin months ahead. It is therefore imperative that the furniture dealer who wants to get in "on the ground floor" should have his plans matured and his stock in shape to catch the early buyers.

That a good trade will be done the coming Christmas holiday season there can be no doubt. Another general year of prosperity has been experienced by the country as a whole, while on top of it all is a harvest which for value exceeds that of any previous one in the history of the Dominion. As that in turn means a large Christmas holiday trade, it naturally follows that business men who would reap the maximum of benefit must make the maximum of effort in the way of preparation.

Suitability of Furniture for Gifts

In these days, when the disposition to purchase as Christmas gifts articles which are of use is becoming more pronounced with each year, it naturally follows that the opportunity of the furniture dealer to secure a share of the trade improves, for one cannot conceive a branch of the retail business that carries in stock a line of goods which in utility, attractiveness and variety surpasses that to be found in a well-appointed furniture store. It does not matter whether the customer has a dollar or a hundred dollars to spend on an article intended for a gift, his or her wants can be supplied by such a store.

This is a point which every dealer should make a special effort to impress upon the buying public. Furniture lines as Christmas gifts should be his motto throughout the campaign. And he should keep hammering away on that theme for the simple reason that while furniture lines make excellent gifts there are still a great many people who need to have the fact brought home to them.

Getting Stock in Shape

Preliminary to driving this fact home upon the minds of the public the best thing a dealer can do is to ascertain what lines it is most desirable for him to get in stock. This in turn means that he should devote time to a study of what the manufacturers have to offer, not only in the way of general lines, but in specialties and novelties as well. In pursuance of this he cannot do better than visit a few of the factories. At any rate he should discuss the subject with the travellers that call upon him. From them he is certain to obtain a good many valuable pointers. He will also get a good many valuable pointers from a study of the advertising and reading columns of the trade journals and the pages of the catalogues of the manufacturers. Furthermore he should discuss the subject with his clerks, court suggestions from them and endeavor to fire them with enthusiasm. As a matter of fact it is good policy to consult the clerks in regard to all phases of the campaign. That is, in regard to selling schemes as well as in regard to the matter of buying.

The Publicity Campaign

When the dealer has decided upon the articles that he will push for the holiday trade and the selling methods he will employ, the next thing is to get his publicity campaign in shape. As it is the early bird that gets the choicest of the worms, so it is the dealer who is early in the field with his announcements regarding the goods he has in stock for the Christmas holiday season that gets the best of the trade.

About the first thing he ought to do in the preparation of his publicity plans is to prepare a neat little booklet or folder, in size commensurate with the possibilities of his business. This should be freely illustrated, and as he can easily obtain a supply of electros from the manufacturers from whom he purchases his stock, his expenses on this score would be insignificant. Where he can afford to do so he might have a few engravings made on his own account, for they will always come in handy for general advertising purposes. When the booklet or folder is ready it should be mailed to householders in his vicinity.

Subsequent Uses for Lists

When compiling a list of names to whom the booklet is to be mailed, it would be advisable to place each name on a separate card and preserved on the index plan for subsequent use. Such a list will be found very useful when seasonable or special sales are being conducted. The names for such a list can be compiled from either directories or voters' list or both. A booklet such as that suggested should of course be furnished with a list of prices as well as with a list of goods, otherwise much of its effectiveness will be lost.

No advertising campaign would of course be complete that did not provide for space in the columns of the local newspapers. Through the newspaper people are reached that would not be reached in any other way. But that is not its only use. It serves as well to back up the influence of the booklet. Furthermore the newspaper advertisement recalls to people's mind the fact that they have received the booklet and probably lead to their again consulting its pages.

Lists of Suitable Presents

Another thing to be borne in mind when planning the advertising campaign is the importance of preparing lists of articles suitable for Christmas gifts. These lists should be made to serve a double purpose. The one should be in connection with the newspaper advertising, being occasionally inserted in whole or in

part. Complete copies of the list should be kept in the store for the convenience of both customers and clerks. The lists intended for use in the store will be found more convenient if either printed on cards or pasted on cards after being printed on ordinary paper.

The time of the clerks will be economized and the convenience of the customers served, if certain novelties and small articles are grouped.

Preparation of Window Displays

In arranging for the window displays provision should be made for their frequent change. It is poor policy to allow a window display to become stale, but it is particularly so during the Christmas season, which at best only lasts a few weeks.

As window displays must be attractive in order to produce the best results it naturally follows that they should be made with the greatest care. This can scarcely be done unless the actual work of arranging the stock in the window has been carefully thought out before hand.

Every display should be characterized by a Christmas atmosphere, and this can be readily secured by the use of suitable decorations. At night the windows should be illuminated even after store hours, for that is the time when a good many people have the most leisure for studying displays.

Price cards should be liberally used in both interior and window displays. As their preparation demands thought and attention they should be prepared before the season begins. This is work the clerks can do in their leisure moments. Some of them will no doubt develop considerable skill in show card writing after a little practice.

Talking Machines for Christmas Trade

There is one line that furniture dealers should put in stock for the Christmas holiday trade, provided it is not already one of their regular lines, and that is talking machines. It is a line which returns the dealer a handsome profit, and a start can be made in a small way at a comparatively small expenditure. A few minutes spent with the representative of one or more manufacturing firms will be sufficient to demonstrate this. And there is one thing about talking machines which is worth dealers considering: Every machine sold is likely to bring the purchaser back to the store. And that gives the dealer an opportunity to sell regular furniture lines as well as records.

That there will be a good opportunity for business for furniture dealers during the coming holiday season there can scarcely be any doubt. But those who obtain the larger share of it will be those who put forth the maximum of intelligent and aggressive effort.

A MAIL ORDER BLESSING

The mail order houses have been. in one sense, the best consumer and retailer stimulants that have blessed small towns. Daily access to mail order catalogues has created desires for articles that otherwise might have been ignored. Though a considerable per cent. of the money spent to fulfill these designs finds a last lodging place in mail order coffers, enough has been captured by the local stores to aggregate a very substantial sum. The fight against the mail order houses has done much to arouse the retailer to better and more modern selling methods. There are many stores in the small towns that issue small catalogues, or distribute by mail manufacturers' literature to adjacent sections, and from which a surprisingly large business has been, and is being, produced.—Grand Rapids Furniture Record.

USE OF ILLUSTRATIONS IN ADVERTISING

Illustrated advertisements are very effective if the cut is appropriate, but a good display of type with plenty of white margin is usually more satisfactory. The dealer who keeps his eye open for advertising ideas will soon fall into the habit of producing good advertisements with little effort. A good plan is to keep a scrap book, and when you run across a particularly striking advertisement cut it out and paste in the book. In this way a stock of different styles will be on hand from which to prepare your weekly change of announcements.



Attractive window display showing excellent use of furnished room idea. It will make a good display for this season of the year.

Comparison of Cost of Motor and Horse Delivery

Where One Motor Truck Displaces Two Teams of Horses

The following comparison of the cost of operating a motor truck as compared with two teams, which merchants agree it will displace, is based on figures for five years, because such items as depreciation, tire renewal and maintenance, cannot be calculated with any close approach to accuracy except through a considerable period. Each team of horses is estimated as covering 20 miles per day, and the motor 40 miles per day, for 312 days per year.

ORIGINAL INVESTMENT

MOTOR EQUIPMENT		HORSE EQUIPMENT	
Cost of light motor car with form-a-truck attachment giving carrying capacity of 1 to 1½ tons	$950.00	Four horses at $125	$500.00
		Two wagons at $150	300.00
		Two sets of harness at $60	120.00
	$950.00		$920.00

FIXED CHARGES—FOR FIVE YEARS

MOTOR EQUIPMENT		HORSE EQUIPMENT	
Interest on investment, at 7 per cent. per annum	$332.50	Interest on investment, 7 per cent. per annum	$ 64.40
Depreciation (less tires, replacement being charged in operating expense) at 20 per cent. per annum	898.00	Depreciation, wagons and harness, at 20 per cent. per annum	420.00
(This charges off the entire cost of car, less tires).		Depreciation, horses, 10 per cent. per annum	250.00
	$1,230.50		$734.40

OPERATING EXPENSES—FOR FIVE YEARS

MOTOR EQUIPMENT		HORSE EQUIPMENT	
Driver at $18 per week (one year)	$936.00	Two drivers at $12 per week (one year)	$1,248.00
Gasoline at 30 cents per gallon, 15 miles to gallon, 40 miles per day, 312 days (one year)	249.60	Feed at $20 per month per horse (one year)	960.00
Oil at 60 cents per gallon, 200 miles to gallon (one year)	37.44	Shoeing at $24 per horse (one year)	96.00
Tire replacement at 1½ cents per mile (one year)	187.20	Bedding, veterinary expense and barn supplies, at $10.00 per month	120.00
Repairs to tires, and incidentals	92.76	Maintenance of wagons and harness, at 5 per cent. per year (one year)	21.00
Total operating expenses, motor equipment, one year	$1,503.00	Total operating expenses, horse equipment, one year	$2,445.00
Total operating expenses, motor equipment, five years	7,515.00	Total operating expenses, five years	12,225.00
Add fixed charges	1,230.50	Add fixed charges	734.40
Total charges, motor equipment for five years	$8,745.50	Total charges horse equipment, five years	$12,959.40
		Subtract total charges motor delivery for five years	8,745.50
		Gain by use of motor equipment	$4,113.90

We believe that the above figures give a pretty accurate comparison of the cost of motor and horse delivery where a motor truck displaces two teams as in the case of Schreiters, of Kitchener, Ont., and other furniture dealers. Where it does not displace two teams, the saving would, of course, be less. In addition it must be remembered that a motor car allows a merchant to reach out for trade, and in this way increase his business. A motor car also has a considerable advertising value for a store.

Advantages of Motor Delivery for the Furniture Dealer

A number of dealers who have tried out motor delivery give their experiences and opinions—Comparison of cost with horse delivery.

STAFF ARTICLE

THE number of merchants who are adopting motor delivery in their business is steadily increasing. There are a number of reasons for this. The first and most important is probably the attempt of aggressive merchants to give their patrons efficient delivery service and at the lowest possible expense to themselves. Then, there is the advertising value attached to motor delivery, while another factor that has been taking on greater importance of late, is the difficulty that dealers are experiencing in getting drivers for their delivery wagons. The number of men required for delivery purposes is less with the motor than by horse and wagon, because one motor car generally displaces from two to three horses.

Kitchener Firm Reports Saving of 50 Per Cent.

One furniture firm that has found a motor car not only a great help in facilitating delivery of goods, but a money saver as well, is Schreiters, of Kitchener, Ont., a picture of whose car is reproduced on this page.

"Since purchasing this car," they stated to THE CANADIAN FURNITURE WORLD, "we have dispensed with the two teams of horses which we formerly used, and find that it is a saving of practically fifty per cent. to us. The delivering is done much quicker and with less labor. We consider our little truck is worth its weight in gold."

Toronto Furniture Firm is Well Pleased with Truck

A Toronto firm that is exceedingly well pleased with its experience with a motor truck for delivering goods, is the National Furniture Co., of 917 Bloor St. W. They have a Ford car converted into a truck with a capacity of a ton and a half. They have had it in operation since lst February, and have had no expense in connection with it so far, except ordinary maintenance expense.

To an editor of The Canadian Furniture World, a member of the firm stated that their experience with the truck has been most satisfactory. It not only more than takes the place of the team of horses that they previously used for delivering, but it does the work more efficiently and at a smaller cost.

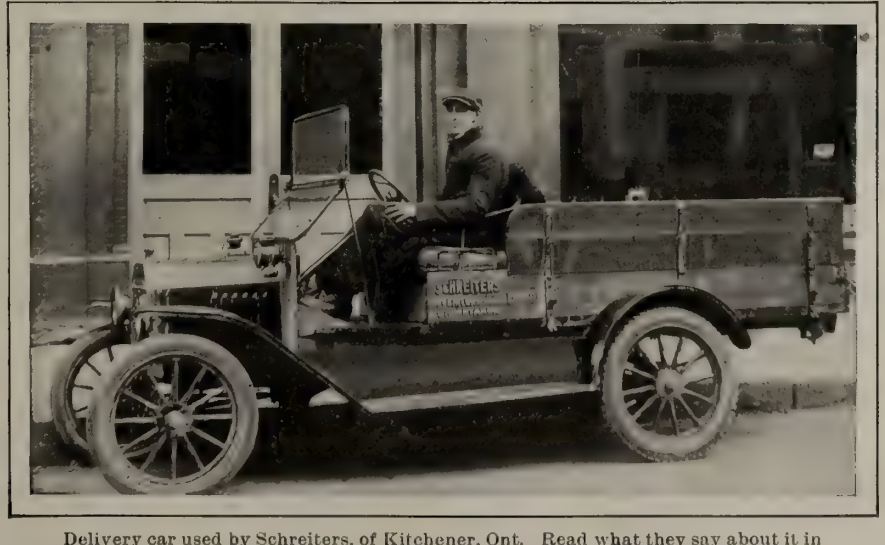
Cost Cut from $12 to $2.50 Per Week

Their comparison of the cost of operating delivery by motor truck as compared with horse and wagon is most interesting. It used to cost them about $12.00 a week for feed and bedding for their two horses. The cost of gasoline and oil for the operation of the motor car to take care of all their deliveries, only averages around $2.50 per week. The saving is therefore very evident, not to mention the fact that they can give quicker delivery and also reach out to distant sections of the city better for trade. Another point that they make is that when the truck is not in use it is not costing money the way horses do when they are not in use. They still have to be fed.

"No Comparison Between Car and Horse," says Toronto Dealer

Another prominent firm on one of the main streets of Toronto, have had a motor delivery for four years. The car they use is a light one with an express body. To an editor of Furniture World, this dealer said: "There is no comparison between a car and horse delivery, for if you have the work for it to do a car will do as much in one day as you could do with a horse in four days. Besides, you are able to give a quicker delivery, especially to more distant customers."

"Yes," he concluded, "a motor car is a good proposition for a merchant. It has given us more efficient delivery at a smaller cost and has also helped us in building our trade."



Delivery car used by Schreiters, of Kitchener, Ont. Read what they say about it in accompanying article.

Have a Special Window Display for Hallowe'en

A good occasion for something special in the way of window display — Some suggestions for appropriate s·ttings.

FULL advantage should be taken of every special occasion for putting in something extra in the way of a window display that will not only give some good publicity to the store but serve as the means of directing attention to and selling certain lines.

Good Displays Can be Arranged

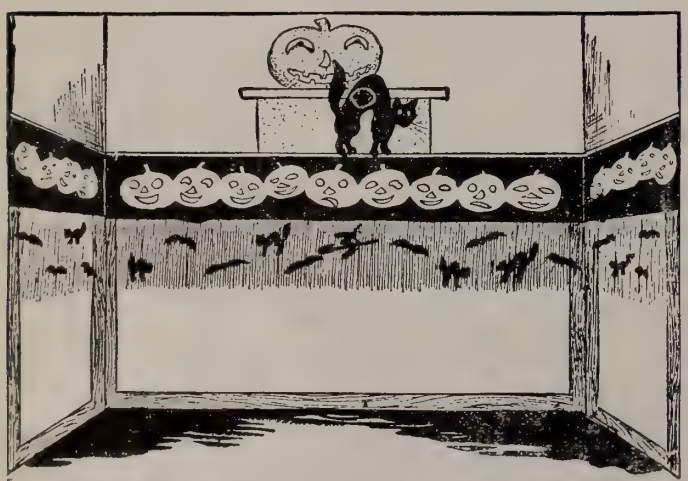
Hallowe'en offers unusual opportunities and a wide latitude of originality in the building of an attractive and entertaining window display. The window trimmer is afforded an almost unlimited amount of material at this time in the shape of jack o'lanterns, goblins and all sorts of other grotesque figures which can be used with telling effect.

The Hallowe'en window is ever one of popular favor and the public always looks to the windows as the medium for presenting the event in an appropriate display. The attractive and effective window, accordingly, shows the goods that the occasion suggests, featuring merchandise of a reasonable nature in such a way as to influence the public to buy.

How to Arrange a Background

The background and setting of the Hallowe'en window is very important. The background illustrated herewith is arranged as follows:

Cover a wide board with black cambric or crepe paper and put this along the top of the window. Paste on this a string of jack o' lanterns cut out of yellow



An attractive Hallowe'en background that is not difficult to make.

crepe paper. Or doubtless you can get them from decorted crepe paper. Have them joined together or overlapping. Then cut a fringe of yellow crepe paper with strands about ¼ inch wide to hang from the lower edge of this board. On this fringe paste small cutouts of black cats, witches, bats and similar Hallowe'en subjects. You can cut these out of crepe paper or out of decorated crepe paper. The large black cat above the border can be cut out of black crepe paper. The large jack o' lantern at the top can be made of papier mache or a real pumpkin can be used.

If you want to you can put a few stalks of corn in either of these windows. This, if you don't overdo it, can strengthen the general effect of the window.

Another Attractive Design

Another attractive Hallowe'en design can be made by cutting out a very large circle with the diameter a trifle more than the height of the background. This



Another Hallowe'en background that will catch the public eye.

will have to be cut out of inch lumber in four or five sections and pieced together with cleats in the back.

Cut the lower part of the circle so that it stands in the window in an arch effect. Place this in the centre so that it stands out about 10 inches from the back and fasten it in place with strips of wood. Then fill in from the edge of the circle to the corner of the window with orange colored cardboard or crepe paper.

The circle should be covered neatly with black crepe paper or cambric and around the edges should be arranged a row of papier mache jack-o-lanterns. You can illuminate these jack-o-lanterns by means of a small electric light outfit like those used on Christmas trees. Paint the word Hallowe'en in a semi-circular effect at the top of the circle.

In front of the circle build up an old witch dressed in white. You can make this by dressing up an old dress form or corset form, using a large papier mache jack-o-lantern for the head. Then cover this with a loose fitting white garment and put a white cap on the head. Crepe paper also may be used for decorating the witch.

Right Here

IS WHERE YOUR DOLLAR WILL DO ITS DUTY

A suggestive show card.

Canadian Furniture World

TORONTO OCTOBER 1917 CANADA

Cause for Thankfulness

In spite of the smaller crops that the Dominion as a whole has this year, we are now assured of one thing, and that is, thanks to relatively better quality and high prices ruling, that the field crops of the country will be more valuable than they have been in any one year in the history of the country.

The crop year which has hitherto given us the greatest value was that of 1915, when the yield of grain, hay and root crops was valued at $841,297,000. That of last year was $808,000,000. For the figures covering the value of the present year's yield we shall of course have to wait a few months yet, when the Census Bureau issues its report. But in the meantime experts assure us that the value will exceed even that of 1915.

All for which let us be truly thankful—and as business men a little more enterprising.

* * *

Plan for Big Christmas Trade

In view of the confidence in the future of the trade situation which the character of the crops has created, merchants should map out plans for big business during the Christmas holiday season.

Although we are about two months away from the time when the holiday trade opens up, yet we are not by any means too far away from the time when preparations should begin for catering to it.

It would, for example be unwise to defer giving consideration to the purchase of novelties and special lines suitable for the season's trade until the season is at hand and consumers are making their selections. There are two particular reasons why it would not be wise.

In the first place, with market conditions as they are to-day, it may not be possible to obtain prompt delivery if the dealer defers his purchasing till the eleventh hour. And in the second place if he has not his stock in shape when the season opens he naturally stands to lose business. In other words he would be in much about the same position as the horse that starts late in the race.

* * *

Let Employees Share Responsibilities

There are a good many dealers who seem bound to carry all the work and worries of their business on their own shoulders and who make no effort to have employees share the responsibilities.

They seem to have an idea that no part of the business can be properly conducted unless they look after it personally. And the result is that they are not only overburdened with work and worry, but they have no time for recreation or for planning and superintending the bigger and more important features of the business.

Ask such a merchant why he does not hand over certain work to some of his clerks and he will look horrified at the very suggestion. "Oh! I have to look after it myself in order to be sure that it is done right," is the answer he is likely to make. And yet such a merchant has dreams of sometime owning a real big business. I wonder what he would do if his business was so big that it would be impossible for him to give attention to any details.

Men who have charge of big stores, of course, have trained men under them who are competent to look after such work. In the same way, the dealer with even a comparatively small store should train his clerks to look properly after many of the branches of work that take up his time and prevent him from giving the attention he should to bigger matters. It will not only relieve him of a good deal of work and leave him open for bigger matters, but it will make his clerks take a greater interest in the business and accordingly become more valuable employees. Placing responsibilities on employees helps them to develop and become more valuable cogs in the store machinery.

* * *

Merchants Who Set Bad Example

At the annual convention of the Ontario R. M. A., a discussion took place on community development during which it was stated that it was the intention of the Association to hold community meetings with the idea of educating the public to boost their home town and incidentally to give up the evil habit of sending away to the mail order houses for goods. A Lindsay dealer suggested that there should first be a campaign to educate the merchants themselves to deal at home, as a good many dealers themselves patronize the mail order houses for other lines of merchandise than those which they sell.

There is no denying that this is true to a greater extent than the average person realizes. The writer receives many complaints on this score. Dealers who are raising an "awful holler" about people sending out of town for the goods they sell are themselves guilty of buying the goods handled by other merchants from mail order houses.

As we pointed out in a recent editorial, a good many retailers do not seem to realize that the golden rule works both ways. Dealers who are conscientious in regard to community development will take a firm stand in the matter of home trading and see that neither they nor their families send out of town for goods that can be purchased at home.

* * *

The Daily versus The Trade Paper

The metropolitan daily paper is supported by the mail order houses—Eaton, Simpson, Murray-Kay, etc. Without these advertisers they would die or become minor influences in the community.

The trade paper is supported by the local merchant

and by the advertiser whose appeal is directly to the retailer.

Consequently the metropolitan dailies have for some years been endeavoring to "knife" the trade papers. They have even gone so far as to use their influence to have the postage on trade papers increased, and to try to force them out of the Canadian Press Association.

The rural weeklies and many of the smaller dailies have, however, realized the objective of the metropolitan dailies—to build up the mail order houses and to make more difficult the work of the trade papers in giving information to the local merchants.

Hence the big dailies have failed so far. The fight is still on, however.

We want retailers to know of this fight. Use your influence with your home paper to build up home industries and to back up the trade papers that are helping the retailer. D. O. M.

* * *

Our Big Fire Losses

If one is to judge by the Government report just issued the movement for fire-prevention in Canada has so far made little or no headway. At any rate the losses reported through the insurance companies do not indicate an improvement. On the contrary, they indicate increases rather than decreases.

The total amount of the losses incurred during the year was $16,218,103, an increase of $2,563,640 over 1915. Large as this amount is it does not of course include the total, for there are a great many fires which are not covered by insurance, and are therefore unrecorded in the Government report. And when it comes down to the fine point, neither does the sixteen millions cover the total losses. Even if they cover the direct, which is very unlikely, they do not cover the indirect. That is to say, the losses which business men suffer because of the dislocation of their trade for the time being. And that is often a serious item.

It is very important that business men should see that their stock and buildings are adequately covered by insurance, but it is also important that they should see that every precaution is taken to prevent the outbreak of fire. Even where the best of methods are employed to prevent fires they sometimes break out, but from the investigations which experts have carried out it has been discovered beyond peradventure that in the majority of instances they are preventable.

An ounce of prevention is better than a pound of cure in regard to fires as well as in regard to health. And business men should see that rubbish, empty package boxes and oil rags are not allowed to be placed where they invite fire.

As long as the country's fire losses remain at their present high scale we cannot hope for a material reduction in rates of insurance. And insurance is an item which figures in the cost of doing business.

* * *

A Bad Record

An inspector of one of the chartered banks of Canada, recently stated that from an investigation made in the case of 890 merchants doing business in 140 places in Western Canada, no less than 532, or nearly 60 per cent., do not keep a proper set of books. In defining what he meant by a proper set of books he explained that he had reference to "a system of booking sufficient to strike a profit and loss statement at the year end."

If this does not indicate a serious state of affairs it certainly indicates conditions which are anything but satisfactory. We do not believe that conditions in this respect are worse than they were a few years ago. On the contrary, we believe they are better, for there never was a time when so much attention was being given to the subject of retail bookkeeping as at present. But the result of the above investigation by one of the leading banks in the Dominion shows that there is still a great deal of room for improvement.

As long as a retailer employs a system of bookkeeping which is not sufficient to enable him to strike a profit and loss statement he is laboring under a decided disadvantage. He may think he is doing nicely, and possibly he may be. But as long as he cannot show by an inventory exactly where he stands financially he is to some extent "at sea." And where an inadequate system of bookkeeping is employed it is impossible to prepare an accurate inventory. Without a proper system of bookkeeping the retailer is like a mariner without a chart: He cannot tell "where he is at."

Not long since a retailer discovered that although his business was a great deal larger than it was a few years back, his profits were not growing in anything like the same ratio. Fortunately he had a fairly good system of keeping books, and, acting upon the advice of a friend, he had a careful inventory made, with the result that he discovered the source of his trouble. He found that he was carrying too much stock, that his expenses were too high, and that he was not employing the right method in figuring his selling prices. With this discovery in his possession he started upon a new tack, and he already has his reward.

The lesson to retailers who have not an adequate system of bookkeeping is obvious.

* * *

The Gospel of System

There is no denying the fact that system is the salvation of many stores. Without it a dealer is liable to wander from the path of profitableness out into the valley of business death. The fact has been nicely brought out in the following paraphrase of the 23rd Psalm:

"My store system is my salvation. I shall not fail.
It maketh me lie down in peaceful slumber;
It leadeth me beside the still 'leaks';
It restoreth my intellect;
It guideth me in the path of cost finding for my own name's sake.
Yea, though I walk through the battles of competion I will fear no danger, for it is with me:
Its accuracy and knowledge they comfort me.
It prepareth a table before me in the presence of my family;
It anointeth my purse with profit and establisheth my credit; my purse runneth over.
Surely success and happiness shall follow me all the days of my life and I will dwell in the house of Prosperity forever."

There are a good many dealers who are not making the profit they should because no system is used in the conduct of their business. If you are one of these, it is time for you to turn over a new leaf.

One of the great advantages of a proper use of the windows is that they bring in new customers, people who are in the habit of buying elsewhere.

The Local Paper as an Advertising Medium for Retailers

BY WM. J. BRYANS

IN the larger cities, where newspaper rates are exceedingly high, the question of advertising is a difficult one for the retail merchant. It is a puzzle for him to determine just what form of advertising he should adopt in order to attract trade to his store and do so in a profitable manner. With the dealer in the smaller centre, however, the advertising problem is a much simpler one. For him the local paper is the one best bet. It is the most effective medium for carrying his message to the people he wishes to reach and is available at a rate that gives him both publicity and direct returns at a rate that turns his advertising expense into an investment.

Just a word as to why this is so. In the first place there is little lost circulation. In most cases from 90 per cent. upward of the circulation is among people who are possible customers of the dealer. In addition to this, the local paper is closely read—and by all members of the family. The personal items that are the big feature of the weekly papers are of deep interest to everyone because the majority of the persons mentioned are known to them.

The writer has lived in a country town and knows that the local paper is read—and that the ads. are read, too. This fact was demonstrated in a convincing manner when a mistake was made in an ad., and a staple article advertised at half its real value. The demand for that article at the price quoted showed that people not only follow the ads. of local dealers, but read them closely.

Sometimes the dealer is inclined to think that his ad. is not read because there is no rush of direct returns, but returns from advertising are not always direct. Advertising has a big cumulative value. It implants your name firmly in the minds of the purchasing public. It establishes your store as a buying centre.

There may be various forms of publicity that the dealer in the country town can use to advantage, but he cannot afford to overlook the local paper in his plans for advertising.

It is a poor salesman who stands behind his counter, makes a sale and allows the customer to pass out without suggesting another sale. Hardly anything is bought in a store that does not suggest something to go with it. The person behind the counter who does not take advantage of this fact is not a salesman—he is merely an order taker.

Better Furniture Seems to be a Household Slogan

It is spreading like wildfire all over the country. Everybody is beginning to ask for it. The woman who makes the home nowadays is not satisfied with poor quality and unattractive patterns.

She wants Better Furniture and she knows it when she sees it.

That is why we are selling such enormous quantities.

Every woman who has ever read our advertisements knows that we have always talked Better Furniture and that is the only kind we have. No matter what price the article, it is the best to be had for that price.

You Have, No Doubt,

often been struck with the appearance of a living room into which you were ushered, and upon analysis you found that the lamps and their arrangement were the things that first caught the eye.

This store is famous for its living room furniture; here you can get every conceivable equipment, from the small outfit for the young couple of modest means, to the elaborate and sumptuous furnishings for the millionaire's home, and we make it a point to carry a line of lamps suitable for all needs.

Just now we have a very attractive showing of a great variety of lamps. Come and see them.

This Store Concerns You Intimately

We Furnished the Homes of Your Parents.

We are not inexperienced youngsters in the Home Furnishing business. Away back yonder—a quarter of a century ago, when your parents were having their romances and dreaming of homes of their own—we started this business. Then it was that we decided to apply every effort towards creating the ideal Home Furnishing business.

Concentration is the source of strength in war, in trade, and in all human affairs. Any end can be attained; if you concentrate sufficiently upon your ideal. We believe we have created the ideal Home Furnishing business.

We Hope to Furnish the Homes of your Children.

We are not one of those business houses here to-day and gone to-morrow. As we told you before, we have been here at the time of your parents and we expect to be in your midst as long as this is a city. We hope to furnish the homes of your children. We want your good will and we know that the only way we can retain it is to merit it by being sincere and fair. Our goods are of the highest quality, our stock the largest in the city. You are our friends and we expect to be yours.

You May Think This a Peculiar Furniture Ad.

Well, Kotteman's is "a different sort" of furniture store.

We save a customer maybe 90 cents (a genuine saving, mind you) on a $2.50 rocker. The same customer tells possibly half a dozen relatives and friends about the great bargain from Kotteman's—best advertising in the world, and it doesn't cost us a cent. RESULT:—One new customer may come in and buy a fine bedroom suite and save several dollars—another may take a china closet and save three or four dollars—A third will buy furniture for an eight-room house and save several hundred dollars. Nearly every new purchaser becomes a permanent customer, and tells other people about Kotteman's.

Lookers and Lookers and Lookers

Result in Buyers and Buyers and Buyers.

This store wants lookers, for we know they will grow up into buyers. We want lookers to come and see for themselves that this is the one place to buy when they are ready. We always welcome lookers with the same courtesy we do buyers.

Here and Now are to be had those things which will make your home the best place in all the world for all your family.

We are now displaying the smartest models of the best manufacturers' newest creations in furniture. For weeks we have been unpacking, assembling and arranging on our floors the many New Period suites and pieces. Furniture for every room in every home for every pocketbook.

There is a Store in Marion—

a furniture store—which specializes in charming furniture. Any home that is furnished by Schaffner's will not only be of dependable furniture, but also of the prettiest styles obtainable. If you care to have us, we will plan your entire home or give you suggestions as to color and arrangement. This feature appeals to young folks. People like to say it's Schaffner's furniture because it carries prestige and everyone knows that it's the best. All of this is true, because we try to sell the kind of furniture which will give service and make it worth every dollar you pay for it.

Before you buy your furniture look here—you'll enjoy seeing our model home, anyway—but we're sure you'll like our stock, our prices and our methods.

Some good introductions to furniture advertisements, reproduced from dealer ads. by the Furniture Journal, of Chicago.

Test These Trade Winners

Little advertising ideas every dealer should know

By John Boyd

IF you have been in business for a few years, few of the little trade winners that follow will be new to you, but recalling them may lead you to practise some of them again. And why shouldn't you? They are inexpensive, sure to succeed, and probably new to the people whose custom a dealer should always strive to secure—the rising generation.

Have you ever on Arbor Day given away little trees to children accompanied by their elders? Some dealers this spring have distributed 5,000 in this way. As the tree grows up the children grow along with it, and recall the day you gave it them to help beautify the town.

Making Friends With the Children.

Another way to make friends with the children is to get to know their birthdays and send them picture post cards with your greeting on them on that day, as well as on other festal days of the year.

Let the farmers who come to shop in your town know they can have the benefit of free shelter for their horses in your stables, whether they buy in your store or not, and perhaps you can throw in a free feed for the farmers. It's a safe bet the next time Mr. Farmer comes to town your store is the one he buys from.

You have a door in your store. Place on each and every door a small sign reading:

HAVE YOU FORGOTTEN ANYTHING?

Then take your stand near the door and watch the people read it and go back to make a purchase they have forgotten.

Other Little Trade-Getters.

An illuminated window sign that is all the rage just now takes the form of a gramophone mouthpiece with a ground glass front, behind which is a flashing incandescent lamp connected with the electric light circuit. On the ground glass is painted in black some inscription, visible by day when the light is out, and sparkling in all the colors of the rainbow when lit in the evening.

Is your telephone service unlimited? Then place a table and chair in the telephone booth and invite your patrons to use the 'phone as often as they wish with your best wishes. They will use it, and you will profit by its being used.

If your store is near a car-stopping place, put a notice on your door inviting people to step inside from the heat and dust or from the wet. If you have room to provide a rest chair or two, travelers will vote you an even more obliging person and one whom they ought to deal with.

Cards With Ad. On Back.

Whist parties are popular in some towns. Where such is the case, certain storekeepers have found it a good idea to give away cards with their advertisement on them. You bring your name in this way before a class of the community you might not otherwise reach.

Are you a photographer? If you are, you will occasionally be able to secure an up-to-date news photograph that you can attach to a window advertisement of some of your goods with the assurance it will attract the curious.

A form of advertising that can sometimes be made to produce results is chalking on the pavement itself. The English suffragettes have exploited this publicity method to the limit, and perhaps it annoys as many people as it attracts. If you do try this method, see that the lettering is effaced before people tire of looking at it.

Further advertising can be done on the sidewalk when the store is circulating any kind of printed matter, by putting a boy out there with a fancy cap and jacket with brass buttons on it, to hand the circulars to passers-by. The value of such work is increased about a hundred per cent. by having the uniform on the boy.

Bicycle racks with signs at the top are not uncommon outside advertisements, as are free bicycle pumps or pipes giving free air for bicycles.

Anything that will make the public stop and take notice while being told something about the store or its stock will be good advertising.

ADVERTISING THAT WON'T PAY

Half-hearted-once-in-a-while advertising won't pay, exaggeration won't pay. Misrepresentation won't pay. Red-flag-brass-band methods won't pay. Advertising not based upon true worth and merit will never pay. Advertising is a man's game, and must be played as such. Successful advertising requires the highest type of business instinct, energy, judgment and integrity. More than that, it takes patience and time to let the work of constant repetition convince and educate. Most men who do business on a broad basis advertise liberally, intelligently, forcefully, regularly, because they have learned that wide publicity of true worth and merit pays, and pays big.

INTERIOR DISPLAYS BEAR FRUIT

The man just starting in business need not despair, nor need he feel that he can do nothing in the way of displaying his goods and fitting up the interior of his store. On the contrary, a little thought on his part and the expenditure of as much money as his means will allow, can be made to bear fruit most abundantly.

Advertisement and show windows will bring the people into the store; a courteous clerk and good merchandise will sell the article the purchaser originally intended to buy. A good salesman will sometimes sell something more. There is, however, still another factor to be considered and that is the matter of interior display.

An attractive line of goods shown off inside the store to the best advantage will stop many a passing man, or woman for that matter, and bring about a closer inspection. Even if the sale is not made, an impression is created which is likely to result in a sale at some future date.

This sort of thing is likely to build up a reputation for a merchant which will prove of great value to him. People will come to consider that he is the man to whom they should go when in need of this, that or the other thing, in accordance with the interior displays which they have seen at different visits to the store.

ECONOMY IN LIGHT.

Thomas A. Edison has little placards posted all through his factories, of which most householders will approve. They read:

"Save the juice! Save the juice!
Turn off this light when not in use."



"It is new and wonderful—this Phonograph"

"My views on the phonograph have been completely reversed. It is new and wonderful — this phonograph, the Aeolian-Vocalion."
This is typical of the reception the Aeolian-Vocalion receives at every hearing.

Playing automatically like other phonographs when desired, the Vocalion offers in addition the priceless privilege of self-expression in music which only those who play or sing have hitherto enjoyed.

AEOLIAN-VOCALION

To Furniture Dealers:

If you are seeking a representation bringing with it unlimited prestige you will be interested in the "Vocalion." Its "Graduola"—the tone control device—by reason of its remarkable advertising, is familiar to most folks on this continent. It gives the dealer the strongest possible selling argument over other phonographs. If the Aeolian-Vocalion has no representation in your town, we should be glad to hear from you.

THE NORDHEIMER PIANO & MUSIC CO., Limited, Toronto

Sole Canadian Distributors for Aeolian-Vocalion

Talking Machines in the Furniture Store

SUGGESTIONS FOR WINDOW DISPLAY

IT is becoming more apparent every day that talking machine dealers at last are beginning to realize the tremendous importance of window display advertising. While most dealers agree that their windows should be properly taken care of, the majority of them lack the knowledge and determination to go at the work in the proper spirit. Too many dealers go at the work in a vague indefinite way and try to invent the display while building it. The result—if any result is attained—is bound to be bad and the money and time spent is so much money and time misspent.

Have Definite Plan

To make an effective display you must know what you are doing from the start to the finish. Don't leave anything to luck. Make deliberate plans and preparations for your display at least a week before you install it. Have a definite idea in mind and give at least as much time and care to your window as you

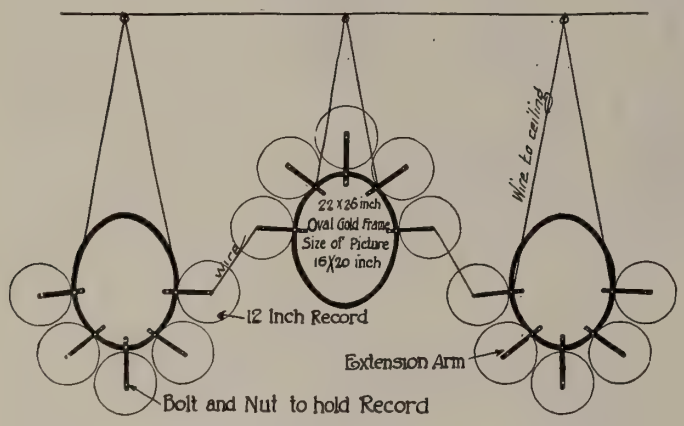


Diagram of an excellent window display of talking machine records. Read accompanying article for description

would to plan out an expensive newspaper advertisement. Don't believe you can take proper care of your show widows without personal effort and without a proper expense account. It can't be done. When you buy newspaper space you surely give lots of thought to your copy—your window space, however, must be paid for whether you make the most of it or not. Attractive window displays promote good will and every dollar invested in good will is capital.

A fine display in your show windows bring customers nearer to your store than any other form of advertising and the cost is probably less.

Newspaper and window advertising makes a happy combination. A very stimulating influence on the prospective buyer is produced when he sees the advertised article in the show window before entering your store.

Timeliness in Display

I have found timeliness the secret of successful window trims. Talking machine records can be adapted to all holiday trims. Of course, dealers interested must study their window space and adapt the display material to the limitations of their windows.

The display illustrated on this page will give a suggestion for a good record window. The diagram shows the back view of the three frames with records attached and requires a window at least eleven feet in length. The records are twelve-inch size. If your window is only ten feet long ten-inch records can be used to save space. If window is smaller than ten feet, only one or two frames are required. Wire frames high enough so your instruments in front will not hide any part of the graceful S curve, formed by the records.

To Make the Display

Buy three oval gold frames, size twenty-two by twenty-six inches, which can be obtained in most cities for about $1.50 each. Make for each frame five extension arms—little strips of wood one-fourth inch thick, one inch wide and nine inches long. Make a hole one inch from the end big enough for a three-sixteenths inch by three-quarters inch stove bolt to fasten records. Screw the five extension arms to back of frame so the five records will barely touch each other. Wire the three frames to ceiling as indicated in diagram. Have appropriate trimmings.

Sign Work Including Record Rings

Purple cardboard with white lettering is appropriate. Have small cards made for your different types of machines. The record rings form a very important part of the window display.

Ask you card writer to make the rings one-half inch smaller than the records so the outer edge shows. The name of the selection and name of performer should go on each record ring and if you use purple board for the rings a narrow white edge should be painted to make the ring stand out. Fasten rings to records with ordinary office clips and be sure the label is placed straight. If you want to elaborate the rings you can buy some post cards and carefully cut out the ornaments and paste these on your rings, only be careful not to overdo this additional ornamentation.—Ellis Hausen, in The Talking Machine World.

TALKING MACHINES IN GALLERY

In the new store of Woodhouse & Co., 79-83 St. Catherine St., Montreal, talking machines are displayed and demonstrated in a gallery running around the sides and the rear of the store. This makes an excellent department for this line, separating it from the general furniture stock. Of course, some machines are also shown on the main floor in order to interest those customers who come in to look around.

A QUESTION

Should the furniture man tell the newlyweds that he stands behind every bed he sells?

Are you interested in a

Phonograph Agency?

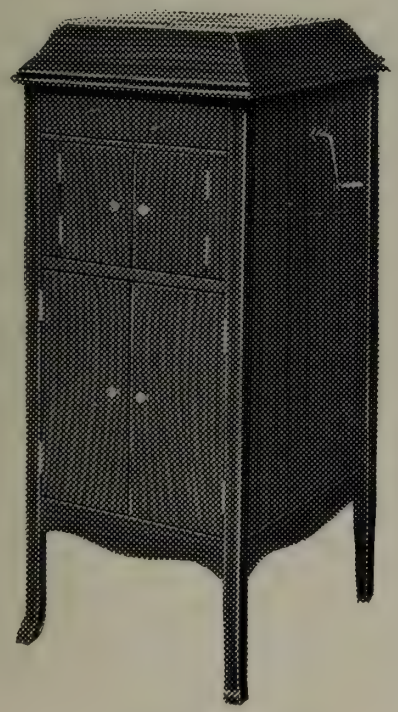
If you are, why not consider the Ideal Perfect Tone line of Phonographs?

They are guaranteed, will play Edison, Pathe, Columbia and Victor Records without any attachments.

The No. 85 Model compares favorably with other makes that sell from $102.00 up.

Write us to-day for further particulars.

Do not delay.



IDEAL MODEL NO. 85

RETAIL PRICE - $85.00

Walnut, Mahogany, and Fumed Oak finish.

Listen to this:

It comes from Hunter & Company, Cornwall, Ontario, a firm that have sold other makes of phonographs before taking on the Ideal Agency, and, therefore, they know whereof they speak.

This is what they say:

"You ask our opinion of Walnut Ideal, Model No. 85. We like it immense, the last four arrived Saturday morning and we placed three before night. Ship us six more, as we feel sure we can place them."

The above letter was dated Oct. 1st.

If it does not convince you that the Ideal Phonograph is the right instrument for you to sell, just let us send you a sample Model No. 85 in Walnut, and, 'nough said, you'll be convinced.

Regal Phonograph Company, Limited

145 Church St., Toronto

Sentiment—Its Force in Selling Talking Machines

An instructive article on talking machine selling, written for the Furniture Journal, of Chicago, by the manager of the talking machine section of a furniture store.

By E. RICHARDS

THE first impression is of utmost importance in the sale of talking machines. For this reason it is important that the salesman should secure the attention and good will of his prospect at the start, so that attention may be held while a demonstration is given and other arguments offered as to why the prospect should buy.

In selling a talking machine, it must be borne in mind that it is a luxury and that unlike a piece of household furniture, it is not absolutely essential for the family's welfare. Sentiment plays a large part in the purchase of the phonograph, and it is in his appeal to the sentiment of his prospect that the salesman must be able to reach his buyer.

Select a Record that Will Appeal

Somewhere in the catalogue of any of our present day record manufacturers will be found the exact record which will, whether it be orchestra selection, song, band, concert or humorous dialogue, "break the crust" and get under the skin and reach the pocketbook of the prospective purchaser. The man who can judge quickly the prospect's temperament, nationality and general taste possesses the open sesame to success in the sale of talking machines.

There's a certain degree of psychology in the demonstration that well deserves the attention of salesmen in this line. One could almost make a comparison between the salesmen of talking machines and the dramatist, who, in order to keep the attention of his hearers, must not continually harp on one string, but must inject some variety into his theme. Just as in every play, no matter how sad or pathetic, there must be some humor injected in order to please the auditors, who want variety or humor besides tragedy, so the talking machine salesman must learn to understand the sentiments of his prospective customers.

Large Number of Selections Not Necessary

In order to make a sale it is not necessary to play a large number of records or to give a concert for the benefit of the listener. Three records, well selected, will, as a rule, draw forth some expression from the prospect, and once the responsive chord has been found and struck the salesman has his cue as to how to proceed further in making that sale.

A lively band record, followed by a clear tenor solo and then by a humorous record, will usually break down the prospect's reserve, and once his sentiment and sense of humor are aroused and resistance to sales arguments lessened, the responsive chord has been found and then the sale is either made or lost.

Playing too many records may have exactly the contrary effect hoped for and may tire the patience of the listener before the demonstration is over.

Have Machine in Order

There are many little points of salesmanship to be observed by the clerk, which often are important in the final outcome of a demonstration. He should be certain in the first place that the mechanism of the machine is in perfect working order so that there are no unnecessary halts, delays or strange noises while the demonstration is on. Needles should be carefully inspected and the salesman should be sure that the needle he is using is exactly the one to give the best rendition of the selection he wishes to have his prospect hear. While demonstrating a record the motor should not be wound; this should be attended to before the motor is started and a good start made before settling the reproducer on the record. The result of this will be that your record starts on the original pitch at which it was recorded and there is no unpleasant discord.

Selling Higher Priced Machines

The difference between making a sale of an $80 or $100 machine and one at $15, is largely one of good salesmanship, and the clerk who has charge of the department should know his prospect. In the purchase of a talking machine the musical feature is not by any means the only one that appeals to the customer, especially if it be a woman. Now-a-days the cabinet plays a most important part in the sale of a machine, and to be in harmony with the other furnishings of the house the music cabinet must harmonize somewhat with the room furnishings in color, nature of wood and design. Some of the handsomest music cabinets of today are built to match period suits in furniture, and the woman buyer is just as particular that the style be appropriate and the color in harmony with the room in which she wishes to install the instrument as she is about the instrument itself. This point must not be lost sight of in making a sale, and a sufficient variety of cabinets must be carried in stock to meet all tastes. Nearly every music cabinet manufacturer has some special feature about his cabinet that well deserves consideration; some new system of filing records, a patented sliding compartment arrangement by which records can be reached without difficulty; a unique filing system for records, or some other advantage which it is well worth bringing to the attention of customers.

Study Customer

Furthermore, the motive of the buyer in purchasing an instrument must be kept in sight. Some persons would not be interested in the slightest in a comic dialogue or coon song, while, on the other hand, it would be just the record to demonstrate to the man or woman who appreciates humor and doesn't care much for the classic. Sentimental pieces appeal, of course, to young women of nearly all types, and rag time goes well with boys and young men. Often a hit can be made by playing some of the old-fashioned melodies and southern songs.

To get the best results from selling phonographs or talking machines a booth or demonstration room should be arranged, where patrons may listen without disturbance to the records being played, and to hear special selections for which they may ask. Especially is



It's Easier to Sell Columbia Records!

If you know how to read the market right, you must know pretty definitely by now that it is easier to sell Columbia Records—and that it's going to be a lot easier yet.

For one thing, because of Columbia prestige—because excellence of Columbia product and the force of Columbia advertising combined are making the great part of the record-buying public think "Columbia"—and "Columbia" first.

And for another thing, because we are giving the dealer what we know from experience that the public wants: records he can sell by just telling his patrons the mere Name of the artist or title of selection.

Every step in Columbia progress has been a step nearer to ideal co-operation: to such close relations with the dealer and the public that, with every monthly list issued, we could more and more confidently predict: "These are the records the dealer wants and the public is going to buy!"

Columbia Graphophone Company

Factory and Headquarters:

Toronto, Canada

Majestic

No. 100



Mr. Dealer—

Are you ready to meet the demand for Phonographs this fall ?

There is every indication that there will be a greater demand for Phonographs this fall than last year.

Don't let the demand catch you unprepared, and let your prospective customers go elsewhere for their Phonographs.

Majestic Cabinets are beautiful, and will ornament any home.

Majestic Machines will play all makes of disc records perfectly without the use of any attachments—no screws to loosen or tighten, a mere turn brings the sound box to the desired position.

You can't appreciate what an exceptional instrument the Majestic is, until you see and hear it.

Put the Majestic to any test on your floor. It will cost you nothing.

Our prices are right

DOMINION PHONOGRAPH CO.

53 CECIL ST., TORONTO

this necessary in the sale of records, as much of the delicate tone shading and finer points of orchestral selections are lost when the demonstration is given in the open store, and where the music also detracts from the attention which other salesmen must give to their prospects. A loud band concert piece played while a clerk is trying to make a sale of some other article is distracting, and for this reason as well as the privacy afforded to record and instrument buyers the phonograph booth should be installed wherever practicable.

All instruments as well as music cabinets should be kept in first-class working order at all times; the mechanism of all machine stock needs a little inspection, and cabinets should be kept clear of dust and dirt. Popular selections—pieces that are being played at the local theatres and songs that are being sung in vaudeville—are always among the best sellers and the salesman must be up-to-date in these matters so as to keep his stock of records moving.

To get the best results from a phonograph department a sufficient variety of machines to meet all tastes and pocketbooks must be kept in stock. Low-priced machines should be talked only after the prospect has expressed a preference for one of this type, and it is frequently easy to make a sale of a high-priced instrument where the buyer would not purchase if a cheap or low-priced machine was demonstrated. Good judgment is therefore indispensable on the part of the phonograph salesman.

USE "READERS" IN LOCAL PAPER TO ADVERTISE

H. Hilder & Co., furniture dealers, of Welland, Ont., have recently been advertising in the local paper by means of "readers" in the local news. Some samples of these readers are as follows:

"It's easy to pay the Hilder way."

"No home is completely furnished without a sewing machine. No need to do your sewing by hand. A small deposit will place a machine in your home. H. Hilder & Co."

"Will you give us the pleasure of demonstrating a phonograph to you? H. Hilder & Co."

Hotel Clerk: "What's your line?"

Commercial Traveller: "Yarns."

Hotel Clerk: "I know that; I've heard some of 'em. But what do you sell?"

The Value of Courtesy

There is nothing that brings greater results in proportion to the investment than courtesy. It costs practically nothing—not even effort, if properly practiced. Courtesy is the natural attribute of those who possess the finer susceptibilities and who, by reason of the advantages of birth and education are taught it, by example, from infancy. It is readily acquired by the less fortunately situated, particularly so if they are associated with those who exemplify by their action that they possess this valuable characteristic. One of the largest telephone corporations in this country recognizes the value of "the smiling voice" through the transmitters and considers it one of the necessary essentials to success. Another large corporation catering almost exclusively to men, demands of its employees that however small the sale, the words, "Thank You" must be courteously extended to the customer.

LYRAPHONE
for Christmas Trade

Here, Mr. Dealer, is a line that will bring you good profits and satisfied customers.



No. 4. "LOUIS XV"

Height 47in. Width 21¼in. Depth 22¼in.



No. 3. "PRINCESS"

Height 45in. Width 19in. Depth 21in.

Built along the most approved scientific lines. You have but to hear them to appreciate the clear bell-like tone of the Lyra.

The Lyraphone means perfection in musical reproduction with artistic design and superior workmanship.

Plays all makes of disc records without change of sound box. Fitted only with high-class motors and fittings.

All material and workmanship guaranteed. Let us send you illustrations of our complete Lyraphone lines, and liberal discounts. Write to-day, it will pay you.

MANUFACTURED EXCLUSIVELY BY THE

LIPPERT FURNITURE COMPANY, Limited

KITCHENER, ONT.

MOTOR MEN FROM DAYTON VISIT CANADA

H. H. Matthews, president of the Thomas Manufacturing Co., of Dayton, Ohio, manufacturers of talking machine motors, was in Toronto during the Exhibition, along with M. L. Baxter, vice-president of the company, and superintendent of factories. This company is equipped to turn out 750 motors per day, and machinery is being added to double the output if necessary.

AD. SERVICE FOR AEOLIAN-VOCALION DEALERS

The Nordheimer Piano & Music Co., Ltd., Toronto, Canadian distributers of the Aeolian-Vocalion, now announce a free service to Vocalion representatives. They have prepared a series of advertisements in one, two, three and four column widths and various depths. These advertisements are all illustrated, and the matter has been carefully written. Plates of the complete advertisements can be secured by Vocalion dealers free of charge. A blank is left for the name of the dealer, who is relieved of all worry about suitability of advertisement, the securing of appropriate illustrations, etc. The arranging for space in the newspaper, which is the easiest part of advertising, is all the Vocalion dealer need do.

BUY 500,000 POUNDS OF IMPORTED SWEDISH BRONZED SPRING STEEL

Mr. C. J. Pott, Canadian salesmanager of the Otto Heineman Phonograph Supply Co., Inc., New York, has received word that his company has just purchased 500,000 pounds of the highest grade imported Swedish bronzed spring steel. This product is known as "Uddeholm" spring steel, and is said to be recognized the world over as a quality product and a leader in its field.

Mr. Heineman states that it is the intention of his company to use this spring steel exclusively in the future, as the Heineman experimental laboratory, after exhaustive tests and trials, has found that this steel eliminates spring breakage, and gives maximum service. In fact, it is stated that the tests have proven that this particular make of spring steel is the best that can be used for phonograph motors.

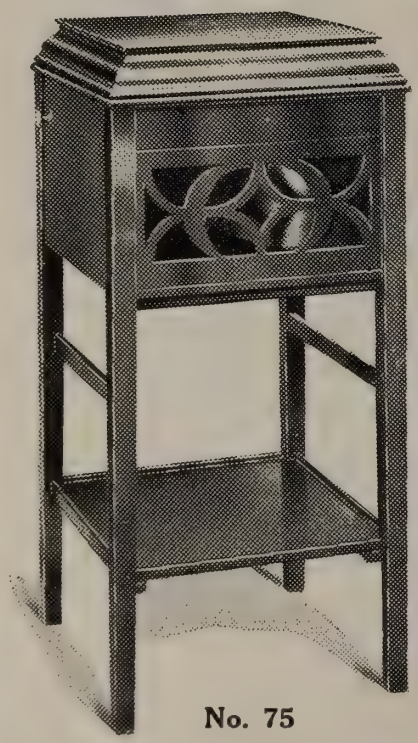
FEATURING WALL-KANE NEEDLES

The Regal Phonograph Co., Limited, of 145 Church St., Toronto, manufacturers of the Ideal Phonograph, are making a big drive on Wall-Kane needles and are well satisfied with the way they are selling. This needle is guaranteed to play ten records on any phonograph, the tenth playing as clear as the first. They are put up in a handsome tile-enameled metal stand holding five dozen boxes—two dozen extra loud, two dozen loud and one dozen medium needles.

They had been spooning a bit, and when she raised her face from his shoulder and they both observed the white streak on his coat he patted her affectionately, and said:

"Never mind, dearie, it will all brush off."

At this the young thing began to sob. "Oh, Harry," she exclaimed, hiding her head again on his shoulder, "how do you know?"



No. 75

In quartered or Fumed Oak or Mahogany
Running time—Four 10 inch Records
Height 48". Width 18¼". Depth 20¼".

Sale price in Canada - $100

Rayola Cabinet

Phonographs

among the best on the market, both in finish of Cabinet and tone. They are fitted with noiseless motors and play any disc record without attachments.

AGENTS WANTED IN EVERY CITY.

London Phonograph Company

Office and Show Rooms:

234 Dundas St., LONDON, Ontario

W. J. WRAY, Manager.

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: ELYRIA, OHIO; NEWARK, N. J. PUTMAN, CONN.

CHICAGO ATLANTA SEATTLE CINCINNATI TORONTO
Lumsden Building

Give Your Dealer Every Possible Selling Point!

Phonograph Manufacturers Using the

HEINEMAN MOTOR

Give their dealers an opportunity to talk motor service and quality to every prospective purchaser.

THE

MEISSELBACK MOTOR

is recognized everywhere as the perfect motor for the highest grade machines. It is backed by the Otto Heineman Phonograph Supply Company with its service stations from coast to coast. This motor has been adopted by the leading talking machine manufacturers.

WE ARE AT YOUR SERVICE

Canadian Branch:
LUMSDEN BUILDING, TORONTO

Otto Heineman
President

MEISSELBACH MOTORS

TONE ARMS SOUND BOXES

Suggestions for the Talking Machine Department : :

By A Staff Editor

A GOOD many furniture dealers who handle talking machines do not follow up prospects for this line in the manner that they should. A customer comes in to look at a machine, displays considerable interest in it, but departs without buying. Do you make it a point to always sceure the name and address of such customers and to call on them a short time after and try to close the sale? A customer who displays enough interest in a machine to come in and inspect it is surely worth following up. There are many reasons why he or she may not have made a purchase at the time of visiting the store. It may have been a question of not having just sufficient money to make the purchase, or indecision as to which style or size of machine to buy. The salesman should, in a diplomatic manner, try to find out the reason from the customer before he or she leaves the store. He is then in a position to make an intelligent follow-up call.

One dealer whom the writer knows, secures the names and addresses of all those who visit the talking machine section and sends out a letter tothem a few days after their visit, mentioning the fact that they had inspected a machine, but not reached a decision, and that he would like to have them call again to hear a couple of the new records on the machine which they were interested in. Where prospects for a sale are particularly good, he generally sends one of his salesmen around for a personal interview.

CONDUCT DEPARTMENT IN BUSINESS MANNER

EVEN though his talking machine department may be small, the dealer should conduct it on a business basis. The writer heard of one dealer recently, who displayed a fine sample of haphazard management. He has not yet got a very large business built up and only has a few machines in stock. In the middle of the summer, a nearby camper displayed some interest in a machine and asked if it would be possible to have it for a few day's trial. The dealer agreed to this and delivered the machine with some records, at the cottage. He made no mention of how long a trial would be given, and failed to call in the course of a few days as he should have to attempt to close the sale. Also, the customer said nothing as to whether she had decided to buy the machine or not. Things ran along this way until the end of the camping season, when the customer returned the machine, stating that she had decided that it was not a large enough one—that she might be interested in a larger one later on. She had had the machine for a couple of months without any cost, as nothing had been said about rent for the machine if it was not purchased. Thus, the dealer was without the machine for two months when he needed it badly on account of the smallness of his stock, he got back what was practically a second-hand machine and got nothing for the use of either machine or records. No doubt, the haphazard methods that allowed of this was due to a realization of the smallness of his department, but that is really no excuse. The way to develop any department in a store is to conduct it on a busniess basis and this should be done no matter how small the department may be.

RECORDS ON APPROVAL

THE writer heard a dealer saying some very uncomplimentary things the other day regarding the plan of sending out records on approval. A lady had got some records on approval, kept them for a week while some friends were visiting her, and then sent them all back.

This brings up the question of whether submitting records on approval is a profitable means of making sales. As an exchange says, the theory of records-on-approval is good if—. But there is always the "if." If people would only be fair and honest and buy the records they want, returning the others promptly, as some customers do, the approval plan would be fine. Unfortunately for the dealer there are many people, of seeming respectability, who have no scruple in making the dealer supply their entertainment. They will with malice aforethought telephone the dealer to send a choice selection of his best records and in a day or two he has to send and bring back the whole lot. In the meantime he has read in the society column of the local paper that Madame gave a dance, dinner or bridge party, or entertained the members of the local slumming society and he realizes that he was the sucker who provided the musical part of the entertainment.

The custom of records-on-approval is well-rooted in the minds of the public. So anxious are dealers to close up machine sales that they voluntarily enlarge upon the fact that they will submit a generous list of records at any time from which the customer may make a selection at leisure. It has been advocated that if records were never to be sent out unless paid for and then a rebate allowed for the returned records much of the troubles in connection with records-on-approval would disappear.

This particular phase of the talking machine business is a live subject with the Detroit dealers who in their local association have discussed it repeatedly. They seem to feel that they do not sell more records by the approval plan and yet they do not feel that it would be wise to suddenly eliminate the custom. They believe that by weeding out those customers who abuse the privilege and gradually educating the public they could eventually dispose of the records-on-approval

KNOWING THE RECORDS

No retailer of talking machines, and no salesman in this department of the music business needs to be impressed with the necessity of knowing the records. Knowing the records embodies considerably more than merely being able to locate in the racks or shelves the record the customer asks for. Any schoolboy could do that with five minutes instruction.

Knowing the records embraces an intimacy resulting only from such close study of his stock that the salesman knows something about each artist on his list, what songs by the better known artists have been recorded on the records he sells and the ability to connect up by name and number many of the records. Occasionally a salesman is found who can instantly name the title of any record number given him or instantly name the number of a title that may be mentioned. This, however, is merely a feat of memory and by no means essential to success, but it can reasonably be expected of the man interested in his work that he can connect from memory the names and numbers of many of his records.

DEALERS! ORDER NOW!

Be Protected For Your Holiday Requirements

Now is the time to place your orders for delivery during the fall months. Shipments will be heavy this fall and dealers who order now will assure themselves of having talking machines in stock when the big selling season comes around. Investigate now! Get our complete proposition. Let us convince you that the MANDEL is the logical talking machine for you to handle. Even if you are already selling phonographs of another make, the Mandel can be added to your present line with added profit to you.

Over Two Thousand Dealers

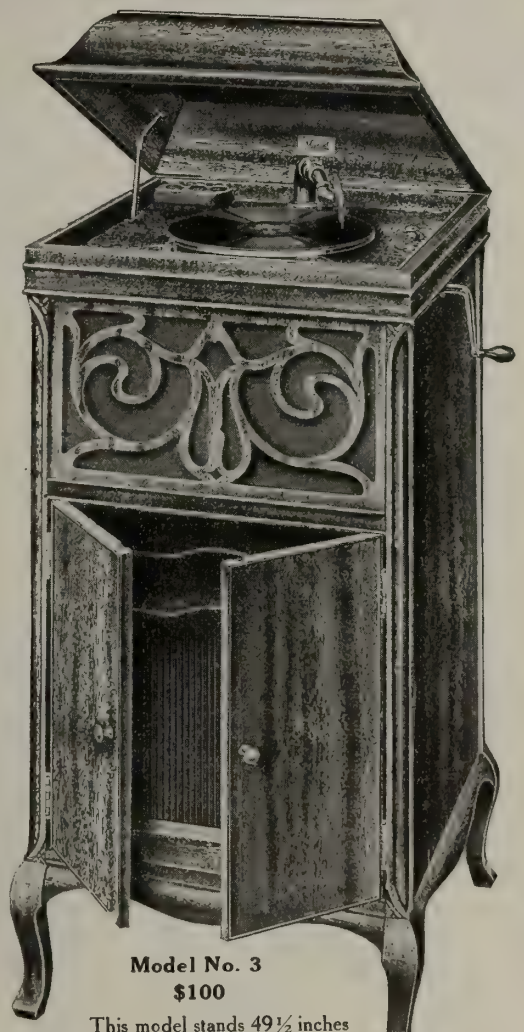
realized the enormous sales possibilities of the Mandel phonograph and are cashing in on the livest proposition ever presented. Who can question the verdict of this army—2,000 strong—who have placed their stamp of approval on the MANDEL? A high-grade phonograph, selling at a low price, giving the dealer a big margin of profit, insuring everlasting satisfaction to the ultimate purchaser—these facts prove why the Mandel phonograph has forged its way to the front rank in the talking machine industry.

Built By One Manufacturer

The Mandel machine is Mandel made. Every part is manufactured by us—not merely assembled. Every single part is produced under our own supervision by experts in the art of phonograph construction.

The Mandel phonograph embodies everything that represents real talking machine value—cabinets of supreme elegance, motors of wonderful efficiency, tone arms and reproducers that are scientifically correct. As manufacturers we guarantee every Mandel phonograph to give satisfaction.

There is no divided responsibility in the manufacture of the Mandel phonograph. We make it—we guarantee it.



Model No. 3
$100

This model stands 49½ inches high on casters, is 24 inches deep and 23 inches wide, finished in genuine Mahogany or genuine Quarter Sawed Oak.

Read What One Prominent Dealer Says:

We made a thorough investigation of the various phonograph propositions that were submitted to us when we decided to put in a line, investigating a number of samples that were sent to us and making a trip to Chicago seeking information on them.

We decided on the Mandel machine because we believe it is the best value for the money in the market. We made a thorough investigation of their plant and saw the product being produced in every detail and are convinced that they are putting the right material into their machines and that they are built for continuous service. Their cases are beautifully finished and very attractive in design.

Their motors are excellently constructed and we are confident that they will stand up under severe use and require the least amount of adjustment and repairs. Their reproducer is good and the fact that their machines play any record is a splendid selling point.

We have sold a number of machines since we put the line in and they are all giving good satisfaction and we are thoroughly satisfied with our decision in the matter. NAME ON REQUEST.

MANDEL MANUFACTURING COMPANY
General Offices: — — CHICAGO, ILLINOIS.

MANDEL PHONOGRAPH COMPANY
Canadian Distributors, OWEN SOUND. ONTARIO

HANDLING THE CUSTOMER WHO PUTS FORWARD THE "MAIL ORDER" ARGUMENT

NO two customers are quite alike, and in selling talking machines it seems as if there were more varieties of customers in this than in almost any other line. Each individual case has its own peculiarities. "One way to get on with people is to keep your mouth shut," says a contributor in the Talking Machine World, who adds: "The man who says nothing when he has nothing to say, the salesman who keeps his mouth shut a good deal of the time and lets the customer do most of the talking, will probably get along with the trade all right. The only trouble will be that he will not sell many machines.

"Getting on with customers without making them mad or disgruntled is not all there is to salesmanship. It is good as far as it goes, but it stops considerably short of being a real success. What we need to know is how to get on with customers and at the same time make sales to them. Of course the salesman must keep his temper. Any one who cannot do business without getting mad about it has no chance or right in the talking machine business. When you show the least anger at a customer, puff! Your customer is gone, gone for good, probably taking other prospective customers along. Quite naturally it is aggravating to have to smile under some of the remarks and even accusations of buyers. It is humiliating to one's pride, but after all, many things are humiliating to our pride that will not do us any real harm. We do not always feel as cheerful as we might, and there are



View of a well laid out talking machine department. It will offer suggestions to other dealers.

times when we want to "take it out" on some one. If we ourselves were buying instead of selling at such times, who knows what we might do or say to the man waiting on us?

"A customer comes in and looks over your best offering at $100. She says she can buy the same grade of machine from the mail order house for $89. You know she cannot, but don't say it in just so many words. When you take exception in that way to a customer's statements, you have an argument on your hands right away, and perhaps you have found out for yourself that no matter whether you get the best of an argument with a customer or not, you don't make a sale.

"Don't argue. Produce the mail order catalogue—you ought to have them all handy—or ask the customer to see her catalogue, and then go right along down the line on description, point for point, from castors to needle socket. Don't be disagreeable. Don't even disagree. Simply say, "Is that so? Let's compare the two instruments and see where they are alike." Just as soon as you show the customer a willingness to be fairminded and reasonable, just so soon will you find her willing to be reasonable too. If the advantages of your instrument are as obvious as they should be, you will have no trouble in convincing that customer.

"But the prospect may not be convinced. She may say, "Well, of course, you claim a good deal for your machine, but you don't make these yourself and



Phonograph manufactured by the Newbigging Cabinet Co., Ltd., of Hamilton, Ont.

you only have somebody's word for it that they are as you say. I guess I'll send to the mail order house." That is the culminating point, the place where a good many salesmen go right up in the air. They absolutely cannot hear a customer talk that way and not lose their temper. But the successful salesman just begins to get his second wind at this juncture. He sees that he must begin back with the matter of responsibility and show the advantage of his own guarantee over that of some one else's a thousand miles away. Instead of telling that customer to go to the seventeen blue blazes, thereby putting an end to her relations with the store, he smiles and starts in at the beginning to lay a foundation that will give the customer something to think about, whether it develops a sale or not. He explains how and why he knows his goods, what his guarantee is and how easy it is to get at him to make a claim at any time.

"When a salesman has learned always to keep his temper he has made a good start on success. Next to keeping your own temper, it is important to see that you don't let the customer lose his. Why, there are some salesmen who can keep their own temper while exasperating customers beyond endurance. When you let a customer get mad, you lose him."

What a Pathé Dealer Wrote—

Pathe Freres Phonograph Co., Ltd.,
Toronto.

Dear Sirs,

The "William and Mary" Model (175) Pathephone duly to hand, and must say that it is greatly above the standard of my sanguine expectations. It certainly should prove a great seller. The price is right, the goods are right, these being the chief points the dealer wants.

Am looking forward to some big phonograph business, and, with the help of your national advertising, there is no doubt as to the results.

I might add that I have not lost one sale from people wanting to buy a phonograph after showing and demonstrating the Pathephone.

Yours truly,

[Name on request.]

Our big national advertising campaign has just started. It will create a demand for the Pathephone with its many new and exclusive features which no other talking machine can satisfy.

Now is the time for you to obtain the Pathe agency.

Pathe advantages are—

THE SAPPHIRE BALL
NO NEEDLES TO CHANGE
NO WEAR ON THE RECORD
EXCLUSIVE PERIOD DESIGN CABINETS
PLAYS ALL MAKES OF RECORDS
TONE MODULATOR

Write now for catalogue containing scientific data on the exclusive Pathe system of recording and reproducing sound and interesting chats on period furniture.

Also confidential information for the prospective agent.



Pathe Freres Phonograph Co. of Canada

LIMITED

Factories and Head Office:

4-6-8 Clifford Street, TORONTO, Canada

Western Distributors: R. J. Whitla & Co., Winnipeg, Man.
Maritime Province Distributors: H. L. Hewson & Son, Limited, Amherst, N.S.
C. W. Lindsay, Limited, Montreal.



HINTS FOR CONDUCT OF TALKING MACHINE DEPARTMENT

Consider the salesman. Regardles of the method of conducting your sales, one man should have charge of the phonographs. He should be a live man, a good student of all machines, as well as his own, courteous, educated, neat appearing, and a diplomat. He should have a good frank eye, a convincing manner and the gift of contagious enthusiasm. In short, as good a natural born salesman as possible.

Make him responsible for the department. He should have as part of his duties to keep all salesmen who come in contact with the sale of phonographs well-informed. The first time he shows fear that someone will get his job if he tells him too much—fire him. There are far too many heads like that, and they cost the firms who employ them a pile of money. Get the kind of a chap with enough faith in himself and loyalty to the house that pays him, to give his best to the house, knowing that when the chance for promotion does open up, he will have a man to take his place. With such a man a good share of the selling problem is solved.

The Importance of Service

Prompt deliveries, trial of machines and records in the prospect's home for short periods, salesmen who can talk phonographs like the national game, salesmen who will take the trouble to learn to talk music as readily as prices, and most of all, good advertising—these things constitute selling phonographs right.

The service of selling right is important. Think of as many little inexpensive things to do as you can. For instance, one firm saves some of its crates when the machines are unpacked. After a sale has been made (they do not use it as a sales argument, but as a good-will builder), they agree to crate for shipment, free of charge, any machine they have sold in case the customer ever moves away. A little thing—but it counts.

The question of training all your salesmen is highly important. Every salesman should be able to discuss intelligently all machines on the market. A knowledge of the other fellow's weak points enables you to emphasize your own machine's strong points. But more important still, each salesman should have at least a working knowledge of the more famous and the most popular pieces. Also he should be familiar with the jargon of musicians. Whether a customer is a musician or not, she places more confidence in the salesman who can tell her to observe the overtones in a certain piece, than to hear him say, "Ain't that a swell tune?"

A Record Stock Essential

There is really no need to dwell on the fact that the phonograph business cannot separate records and machines successfully. If you try to handle machines alone, you get a poorer class of phonograph trade. I mean by poorer class, people who come into your store to buy the machine and regularly go into a competitor's store for records. You can guess which man gets the rest of her furniture business, when she is in there more or less every month.

That is about all there is to it. Of course there is the feature of selling a low priced machine now, and then later trading it in on a higher priced machine, thus stepping a customer up to an expensive machine. Such things are mere sales tricks familiar to every salesman.

TALKING MACHINES BEING MANUFACTURED BY LIPPERT FURNITURE CO.

The new Lyraphone manufactured by the Lippert Furniture Co., Limited, Kitchener, Ont., is a talking machine of the higher class. Its reproduction is sweet, clear and distinct. It compares most favorably with the highest type of machines on the market and is a product of which the firm can feel justly proud.



One of the models being manufactured by the Lippert Furniture Company.

It has all the latest improvements and plays any make of disc records.

They make a complete line of machines, ranging from the cheaper grades to the higher class machines.

This is a line that ought to appeal to all up-to-date and progressive furniture and music dealers.

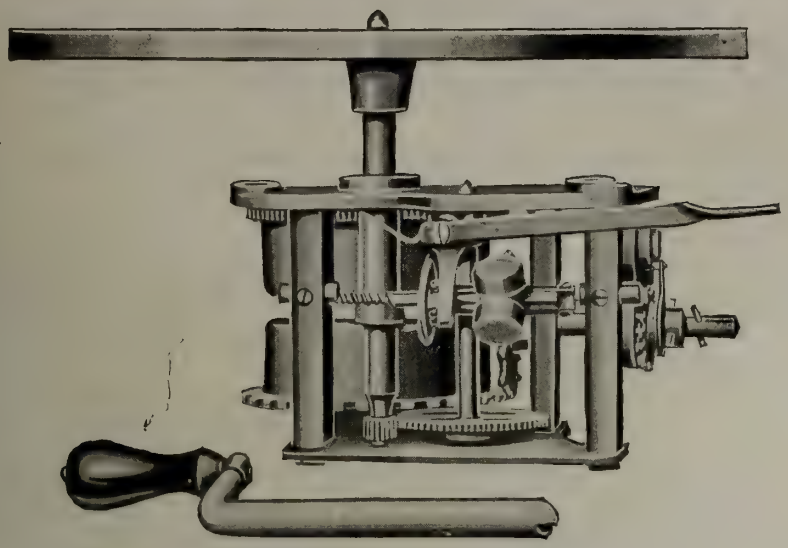
ENQUIRIES RECEIVED BY TRADE AND COMMERCE DEPARTMENT

1261. Furniture.—An East London (South Africa) firm wish to receive catalogues and price lists with complete details re method of packing on Canadian-made furniture shipped in the k.d.s.

1263. Woodenware.—An East London (South Africa) firm requests samples when possible and catalogues and price lists on woodenware of all kinds, including stepladders and handles.

1281. Woodenware.—A Cape Town firm of general merchants request catalogues and price lists of all kinds of woodenware, including folding chairs.

1274. Furniture.—A Kimberley firm of wholesale importers request catalogues and price lists of chairs, tables and other furniture, shipped in the k.d.s.



Motor G. F. Nickleplated. Two springs. Plays four ten-inch records. Noiseless, smooth running, durable.

THIS MOTOR

WAS MADE IN

SWITZERLAND

where the world's best phonograph motors come from; where factory owners and operators have specialized for generations on this class of work. The best phonographs made contain Swiss motors, which have made the phonograph possible.

The Motor here shown is one of the styles in a shipment just landed. This Motor is well-known to a number of our customers, who have found it a marvel in performance and durability.

Last month in our advertisement in this journal we told you of a shipment of Swiss motors expected. It was then on the ocean. The motors are now here, the ship conveying them having safely crossed the Atlantic. In spite of high freight rate and war insurance these motors can compete in quality and price with anything made.



MAESTOSO

Outside diameter 2 3-8 inches, diameter of the mica 2 inches. Body in one piece, solid brass rounded edge, with interior jointed attachment, specially jointed needle holder. Powerful and harmonious tone. Specially adapted to play all makes of records, both sapphire and needle discs.

For Main Springs, Repair Parts, and Phonograph Accessories of all kinds, get in touch with us.

Diamond Needles at $2.75 each in dozen lots. This is a special opportunity.



EXPRESSION

Outside dimensions 2 inches diameter, diameter of the mica 1 11-16 inches. Produces that most perfect and clear tone.

Get prices and terms from

I. Montagnes & Co.

Exclusive Importers of this Special Make

New Ryrie Building
Yonge & Shuter Sts.
Toronto, Canada

KNOBS *of* NEWS

H. W. Storey, hardware and furniture dealer, of Strome, Alta., has sold to W. J. Brown.

A. Welch & Son, Limited, of Toronto, have been incorporated with a capital stock of $300,000.

F. E. Coombe, of the F. E. Coombe Furniture Company Ltd., is on an extended trip through Western Canada.

Mr. Tobin, of the Juvenile Vehicle & Furniture Agency, Montreal, was a caller on the Toronto trade recently.

W. G. Stoddart, of Cornwall, Ont., is erecting a fine, new furniture store. He expects to be in it for the Christmas trade.

Veneers & Panels Limited, of Montreal, have been incorporated with a capital stock of $500,000, to deal in veneers of wood and products of the same.

The Lippert Furniture Co., Ltd., an old established and well-known furniture firm of Kitchener, Ont., are now manufacturing a line of talking machines.

The George McLagan Furniture Co. Limited, of Stratford, are bringing out a line of talking machines. They expect to have the line ready for the market, shortly.

Stanley Schierter, of Kitchener, Ont., who was killed in action a month ago, was a gunner with the 43rd Battery, 11th Howitzer Brigade. Prior to enlisting he was manager of the De Luxe Upholstering Co., of Kitchener.

The Curtis-Wilson Furniture Company, Yonge St., Toronto, is dissolving. Mr. Herbert W. Curtis will engage in manufacturing, while Mr. Wm. R. Wilson, the other member of the firm is joining the staff of the Dale Furniture Co. Ltd. The latter firm has purchased the stock of the Curtis-Wilson Company.

NEW PROCESS OF MANUFACTURING REED BABY CARRIAGES AND FURNITURE

Marshall B. Lloyd, president of the Lloyd Manufacturing Company, has just been granted basic patents on a new process which will revolutionize the manufacture of reed baby carriages and furniture by an entirely new plan, never before attempted in the working of reed, and the success of which is already assured, not only by experiments, but by actual manufacturing tests.

Reed work is among the oldest of manufactured products. There has never been any development in this line which is worthy of the name, and reed work has been done in the big factories of to-day almost in the identical manner and by the same methods used by the ancient Egyptians and followed painstakingly by the American Indians. By the same ancient process reed work has been woven by hand and is so being made to-day in every factory in America, including the Lloyd plant.

For two years Mr. Lloyd has been at work on a method which would do by the new process the work which has been done so slowly and laboriously by hand. He has succeeded in his efforts, and obtained patents on a method which is even more wonderful than the steel tubing machine which he invented a few years ago and which has absolutely revolutionized the welding of steel tubes. The new method has been in use for several months at the Lloyd plant and has been the wonder of those visitors permitted to see its operation.

FIRE AT WINNIPEG FACTORY OF GOLD MEDAL FURNITURE MFG. CO.

The fire which destroyed the Winnipeg factory of the Gold Medal Furniture Mfg. Co., Ltd., on August 28, caused quite heavy loss. It broke out in the pillow room of the top flat, in the middle of the afternoon. Although the flames spread with great rapidity, all of the employees succeeded in escaping without accident. The stock carried was enormously heavy, there being sufficient raw material on hand to last until after the New Year. A few days after the fire, the adjustments were all made by the insurance companies, and a big gang of men were at work rebuilding the factory which it is expected to have in operation again early in October.

USES DOOR FOR DISPLAY PURPOSES AT NIGHT

A furniture firm on Yonge St., Toronto, practically makes an additional display window out of its door after the store is closed in the evening. A piece of furniture is wheeled into position behind the door and a show card used to draw attention to it. This is a good means of publicity and the idea is one that might well be used by other furniture firms.

NEED BETTER FACILITIES FOR TALKING MACHINE FIRMS AT C. N. E.

THE need for better facilities for the display and demonstration of talking machines at the Canadian National Exhibition, was strongly emphasized this year and extensively commented on, not only by those directly interested in the sale of talking machines, but by many others as well.

Unable to secure space in any of the buildings, the talking machine firms were forced to occupy tents on the grounds where it was not an easy matter to locate them and where they operated under conditions that did not allow machines to be demonstrated to the best advantage. The talking machine industry is becoming an exceedingly important one in Canada, and is worthy of encouragement by the C. N. E. Board, and one of the best ways in which they can assist it is by providing proper facilities for the display and demonstration of machines at the Exhibition. This big annual institution is supposed to be largely of an educational character, and it is realized that the talking machine is playing an important part in educating both old and young to a proper appreciation of music. Every opportunity should be given to talking machine manufacturers to carry on this educational work.

The facilities provided for piano manufacturers in the Manufacturers Building are excellent—there being display booths backed by sound-proof rooms in which machines can be demonstrated to prospective customers under the most favorable conditions. Similar facilities should be provided for talking machine firms in some of the buildings. In view of the big development in musical instruments, and particularly in the talking machine field, it has been suggested that it would be an excellent stroke of business for the C. N. E. Board to provide a separate and specially constructed building for musical instruments. It would not only prove a profitable undertaking for the Exhibition, but would be a big attraction for the public.

SIX Business-Getters

from the "Phonola" Line that put you beyond the fear of competition.

Pollock Mfg. Company, Limited

Manufacturers of the "Phonola"

KITCHENER - - CANADA



Model "Duchess." Price $75
Mahogany or Fumed Oak.



Model "C." Price $32.50
Golden Oak or Birch Mahogany.



Model "B." Price: Mahogany $50; Oak $45
Mahogany Golden and Fumed Oak.

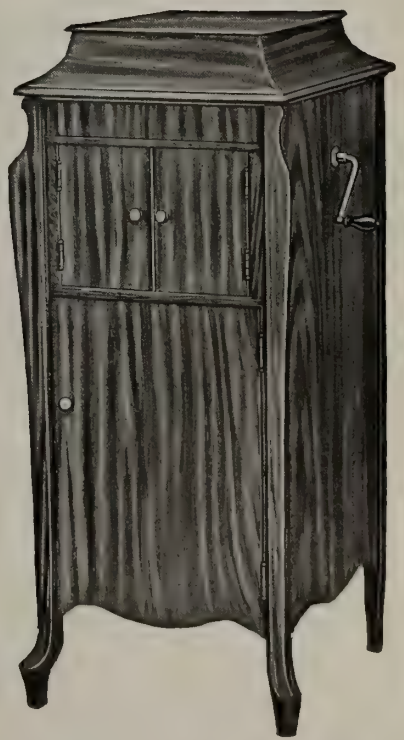
"Phonola"
REGISTERED JULY 11-1907



Model "Princess." Price $135
Mahogany or Early English, Golden and Fumed Oak.

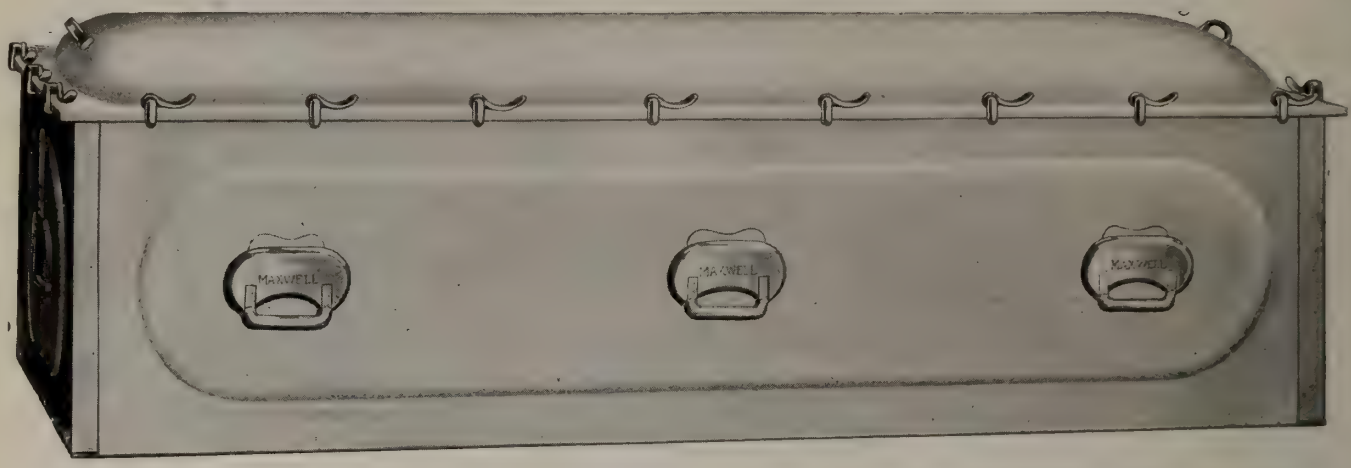


Model "Prince." Price $175
Mahogany or Early English, Golden and Fumed Oak.



Model "Duke." Price $90
Mahogany or Early English, Golden and Fumed Oak.

Maxwell Sanitary Steel Vaults



Our Customers are Assured of Superlative Quality and Prompt Delivery.

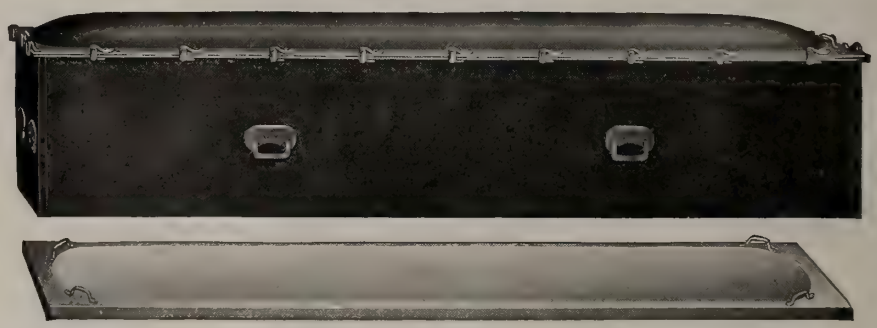
Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned Design and Construction Unequaled

Carried in Stock by All Leading Jobbers

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $30.00; Without Tray $28.00; Tray Alone $5.00

Sold by the Leading Canadian Jobbers.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

Canadian Embalmers' Association 34th Convention

Successful annual meeting of parent body of funeral directors of the Dominion—Service the keynote of Convention—Splendid course of lectures—Picnic and games were the jolliest yet held.

(OFFICIAL REPORT OF THE CONVENTION)

STILL growing, is the verdict of all who attended the 34th Annual Convention of the Canadian Embalmers' Association, held on the 4th, 5th and 6th September last, at Toronto. On opening day hardly as many members had registered as was the case a year ago, but the afternoon of that day brought in a large delegation, and at Wednesday morning's session there were in attendance the largest assemblage of members of the Association in its history.

The Anatomical Building of Toronto University, situated in Queen's Park, was the scene of the Convention meetings, as has been the practice in recent years, and much the same working out of the program as obtained last year was the case at this Convention.

Prof. Chas. O. Dhonau, President of Cincinnati College of Embalming, was the lecturer and demonstrator, and his series of discourses was voted to be the best the members had listened to in recent years. For foundation work the professor's talks were excellent. In his choice of language and in his grasp of his subject he raised a higher standard for those funeral directors who were present, at least.

The minutes of last year's meeting as published in the October, 1916, issue of Canadian Furniture World and The Undertaker, were accepted and taken as read on motion of Wm. Edwards, Gananoque, and J. Earle, Sudbury, and the editor of that paper, James O'Hagan, was appointed convention secretary.

President Robert Nugent called the meeting to order at the Tuesday morning's session, and in a very brief speech welcomed the delegates. He was glad to meet again so many of his confreres in the profession, and while he had hoped for a larger attendance, he trusted that later on the convention hall would hold a larger representation of members. He then introduced and called on Prof. Dhonau to conduct his first address.

Professor Dhonau's Introductory Address

The professor, on rising, was warmly applauded. He spoke substantially as follows:



NORMAN L. BRANDON,
St. Mary's.
Promoted First Vice-President.



F. J. McARTHUR,
Cobourg.
President for 1917-18.



F. F. MORRIS,
Bowmanville.
Elected Second Vice-President.

The three chief officers of Canadian Embalmers' Association for 1917-18.

Mr. President and Members of the Canadian Embalmers' Association—

I feel that I am back among old friends and acquaintances. I look upon this trip as a very beneficial one to myself. I know that while working through the hot weather at Cincinnati, this summer, it made life more bearable to look up at the calendar and see "Toronto" marked for a visit during the latter part of



RETIRING PRESIDENT NUGENT, who handled the business meetings.

August and the early part of September. I feel that this meeting is going to be beneficial to all of us; that it is going to prove to me and to you that none of us should be content with what we know about that work we are trying to make a life work—worthy of the name. I personally find time to put in about 18 hours a day in the several branches of my work, which includes meditating, thinking and planning, in addition to the more exciting phases, and I feel that many of you devote a considerable portion of your time in the same way—the more time the better. None of us can devote too much time to the work we have voluntarily taken up—to make every one look up to us as representing a real profession, one which is doing a real good, and one which numbers men who are not only able to do their work in the proper manner but to be able to talk intelligently about it.

In making up my program for this year I have planned to treat my subjects in a different manner than they have ever been treated in the past. I have planned to introduce fundamental scientific work from the physical and chemical sciences into the work so as to facilitate the work of making embalming a real science. Embalming as it is constituted at present is not a real science. It takes more than talk to make a science, and if you will bear with me during this entire convention, and realize that I am trying to impart a message, which for convenience has been divided into the various sections, according to the program, and not pass judgment on the program unless you have heard and seen all of it, I am sure that we will all benefit. It will be necessary to risk the wrath of the convention in choosing language and words which shall serve best to convey the meaning as I go along, but if you will remember that my efforts shall be like those of an artist whose work cannot be judged until the picture is finished, you will have more patience with me, and I will be inspired to greater heights, knowing that you are as interested in the explanations as I am in preparing them for you. We must all start on the ground—foundation—that embalming as it is usually practiced now, is not a real science, and, that we must prepare ourselves for a venture in the higher planes—higher than those which have obtained in the past—if we and the public would recognize embalming as an applied science.

Taking up the heads of my convention work here this year we find first, the mechanics and chemistry of blood removal, and in this connection I think it would be proper to say that most of us have been satisfied with the mechanical processes of injecting fluid and drainage of blood and that we have not been as alert as we should have been in the fundamentals and scientific problems and propositions involved in those processes. Therefore, I propose to deal with these problems as the engineer would deal with an analysis of a construction contract or problem. In the old days, when embalming schools were first active, the student was taught the rudiments of the injection in a very simple and plausible manner. No reference was made to what happens in the body that makes it possible for an embalming fluid to preserve the body tissues. No reference was made to removal of blood to facilitate the circulation. Later, when blood was removed, no reference was made to the simple, scientific rules or laws which were applied in process. With the advance of time, however, the public demand for better work has also called for better knowledge, for without better knowledge we cannot, except by accident, do better work.

Some of the manufacturers of embalming fluids would have us believe that the price of success and the price of their fluid was one and the same. In good embalming work or when the embalming results in a good showing, only 25 per cent. of the credit for the showing, properly belongs to the embalming fluid—the other 75 per cent. belongs to three other phases which shall be touched upon in due time. Likewise, only 25 per cent. of the debit for a bad result should be charged to the fluid—the balance to the same three other phases. A full discussion of this will be made Wednesday morning.

Treatment of Cases

We all have bad cases now and then. Those who have not had bad cases have had but very few cases or they are misstating facts, or they are not well enough informed about their work to know a bad case when they see one. The man who knows the most about his work can keep the bad cases down to a very low percentage—the percentage bearing an inverse ratio to his degree of knowledge. I know one firm who have used every brand of embalming fluid the market affords, and this firm place the stamp of disapproval on every kind. This makes me feel personally that there may be something wrong with the firm itself.

THE NEW C. E. A. OFFICERS

President—F. J. McArthur, Cobourg.
First V. P.—Norman L. Brandon, St. Mary's.
Second V. P.—F. F. Morris, Bowmanville.
Treasurer—A. R. Coltart, Chatham.
Secretary—F. W. Matthews, Toronto.

One who uses embalming fluid should know that without intelligent direction any fluid is handicapped, and that mistakes that are made instead of being charged to the fluid, should in most cases be charged to the 75 per cent. of responsibility other than the fluid. We should diagnose our cases before we begin our treatment. We should spend five or ten minutes if necessary to outline the treatment we wish to give a body and we should know enough to be able to base that treatment on conditions within that body. We cannot always anticipate conditions that are unusual, but the percentage is large enough to help us raise our percentage of absolute successes to a remarkable degree. When we are able to embalm a body by diagnosing the conditions; giving the proper treatment; using the proper strength of fluid; in other words when we can place it on an A plus B plus C plus D basis and have them equal E—a good case, we will have embalming on such a plane that we can call it a real science and tell it to the world.

Where most embalmers make a mistake is in not treating an honorable fellow professional man as he himself would like to be treated. What would be nicer than to be able to call in your friend and neighbor to help you on that difficult case? What would be nicer than to have him return the call when he needed help. Get your heads together—remember two heads are better than one anytime. Anyone can handle an ordinary case, but it is the odd case we need help on. Just another viewpoint in the case is frequently all that is necessary to feel your way out of the difficulty. Some men say practice is what you want. Others say that theory is the principal requirement. When some men have all practice and no theory, they have a one-sided education—one which does not allow them to expand their mind to the requirements of many cases. This is what we may term getting an education from the wrong end. Medical students are in most cases ruled out of hospitals by their colleges until they are ready for their regularly scheduled hospital work. When they become familiar with hospital work before the proper time has arrived they absorb much knowledge without a proper foundation for it, and are very much like the embalmer who has a world of "practical experience." but so little theory that he cannot think or talk intelligently about that which he has made his life work. Practice without the proper theoretical foundation is like an army without officers, or without a knowledge of the school of the soldier, the squad, and the officer. Practice without a proper theoretical foundation is like mob law, which, unlike the usual brand of law most of us are well acquainted with, only works out to advantage now and then, and by accident when it does occur.

TUESDAY AFTERNOON'S SESSION

When the meeting was called to order after lunch, R. U. Stone moved, seconded by Wm. Edwards, the following resolution:

"That the expression of the sympathy of this assembled convention be conveyed to our member, Mr. Albert Ingram, of Toronto, on the loss of his wife, who has just passed away, and the Secretary be instructed to forward same at once."

This was adopted unanimously, and the secretary later on sent a letter of condolence to Mr. Ingram, as directed.

The president announced that this first hour of the afternoon was open to members to discuss any subject that might prove profitable to the Association or the profession.

Under this head, Secretary Matthews introduced Mr. Seibert, of the Studebaker Corporation, who spoke on the mechanical and commercial features of motor cars, and of their use by funeral directors.

N. B. Cobbledick said that since this is a round table talk there is one subject that interests some of



PROF. CHARLES O. DHONAU
This year's lecturer and demonstrator.

us and that is the question of advertising, particularly the advertising done by some, of offering embalming work free. Is there any person here who has had this matter crop up?

One of the delegates from a Western Ontario town told of his opposition who got charge of a funeral because he did his embalming free. The relatives of deceased, who was a friend of the speaker, came to him and asked if he made a charge for embalming; on being told that he made a charge for all his work, the relative said he would have to go to the other undertaker because that man would do the embalming free. "I did not get the funeral," said the speaker.

There was very little discussion following and President Nugent took occasion to deliver his presidential address, giving it orally.

Presidential Address

Last year, said the president, you did me the honor of electing me President of the Canadian Embalmers' Association, and I want to thank you for the trust you reposed in me. I welcome you here to this convention and I want to remind you of the benefit we will derive by listening to the address of the professor. If we attend regularly we will never regret the time and money spent in coming to the convention. I think if we keep on attending these conventions regularly and boosting for the Association we will be making ourselves and our profession stronger, and so bettering ourselves in every way. I want to bespeak for my

Canadian Furniture World and The Undertaker was again selected as the official medium for disseminating the minutes of the 1917 C. E. A. convention.

successor, whoever he may be, the same whole-hearted help and co-operation you have given me.

Prof. Dhonau then took up his talk on "The Mechanics and Chemistry of Blood Removal." This address in full will be reported in the next issue of Canadian Furniture World and The Undertaker.

WEDNESDAY MORNING'S SESSION

When President Nugent called the meeting to order Secretary Matthews presented and read his report covering the year's work, as follows:

The Secretary's Report

Mr. President, Officers and Fellow Funeral Directors of The Canadian Embalmers' Association—

As your secretary I submit my report for the year 1917, I wish to reiterate my words of thanks to the



FRED. W. MATTHEWS
Re-elected Secretary for another term.

members, commercial travellers and manufacturers, for their co-operation and support, in the past year.

Considering the existing condition of our country I feel that we have reason to be thankful for the advancement (as an association) we have made in the past year.

In my report of 1916 I made mention of the fact that we had sent out a circular letter to all members in arrears, asking them for a remittance, and while this involved a considerable amount of labor and cost, I feel that it was well spent, judging from the difference in our bank balance for this year, which is several hundred dollars. This should not exist. each member of this organization should have an equal interest in it, I am now appealing to you individually to make a special effort to put our Association on a proper financial basis. How nice it would be to have a ledger clean cut, and every name appearing on its pages paid right up-to-date, I think you will agree with me that such a condition would mean strength, and something we collectively would be proud of.

The Executive met once since our last meeting, that meeting took place on June 18, 1917, at the secretary's office, 665 Spadina Avenue, Toronto. at which all arrangements were made for this year's convention, and I trust the deliberations will prove satisfactory to you. The question of lecturer and demonstrator took up considerable time, and judging from the answers to the enquiries made by pamphlets sent out to the members, Professor Dhonau seemed to be in great favor, we therefore have the honor of having him with us again this year. Our little outing at Centre Island seemed to be a feature that appealed to many, and we hope to have a repetition of our last year's proceedings this afternoon. Ball game, picnic, Deacon's talk. Be sure to meet at 1.30 p.m. at Bay St. dock.

I would like to again extend my thanks to the manufacturers and their representatives for their co-operation, in making our annual meeting a success. They leave nothing undone that will tend to further our interests.

The secretary's cash book shows for the year: Receipts, $653.25; sundry expense account (paid out) $13.96.

If there is anything I have overlooked I would be glad to answer any questions in my power.

Again thanking you for your assistance rendered, and confidence in placing me in charge of your finances. Respectfully yours,

FRED W. MATTHEWS,
Secretary.

Needs of the Association

In explaining the present financial statement Mr. Matthews told of the working of the circular letters he sent out before last year's annual meeting, and the results obtained therefrom. He also stated the need the Association had for money. The Association as an organization, as a unit of men, did not need money, but when it had money it was always possible to make the Association stronger. The lecturers and demonstrators who teach us new things and new ways had to be paid. The booklets, programs, picnic, amusements, etc., gotten up for us every year, must be financed. Then there is the stationery, postage and other expenses which are increasing yearly. There is in every line of business at present a higher charge made for all kinds of goods, but membership in the C. E. A. remains the same. It really should not be necessary for us to plead for our fees, and it would be a nice thing if every member was paid up to date. That is as it should be. If the members paid their dues every year promptly it would allow the officers to do other necessary work for the betterment of the Association and the profession.

Mr. Matthews adverted to the previous afternoon's program. He understood that the president was to talk quite extensively on salesmanship, but seeing that he did not do so, he (Mr. Matthews) would like to talk on the growing expenses of our commercial and professional work. Are we asking enough for our services? He drew attention to the fact that in many lines sufficient charge was made to cover all overhead expenses connected with the business. This is as it should be, as it forms part of the cost. Some funeral directors whose wholesale cost of a casket say is $40. charge $75 for the funeral, and imagine they have made a profit of $35. This is not so. If you add one-third of selling price, which is $75, for overhead to original cost, $40, you will get a delivered cost of $65, and show a profit of $10. Is this enough? Add 50 per cent. to cost, $65, and the selling price will be $102.50, leaving a legitimate margin of $37.50. Three per cent. of this will go for bad accounts, leaving about 30 per cent. clear. Do you think you are entitled to the percentage?

There are some funeral directors in the smaller towns who run a combined furniture and undertaking business, and who do not allow for any overhead on their undertaking department, the furniture department taking care of all running expenses. But undertakers in large centres have to allow on their business an overhead of 33 1/3 per cent. A year's turnover that totals $30,000 will have cost to handle, $10,000, plus 3 1/3 written off for bad debts. Then we are called "robber" and other names, if a reasonable price is set on for funeral charges. We have to live in good houses, wear good clothes, and own big cars, to keep up our standard, but it costs money to do this. Any retailer doing business on a one-third margin would be reckoned crazy. They get 50 per cent. This 50 per cent. added to the cost means a profit of 33 1/3 per cent. Mr. Matthews knew of an undertaker who was getting on an average of $10 per funeral less than he should, and at the end of ten years found he had no profit at all.

Another thing he would like to mention was the use of a plate on the casket. Why should we label a casket, said Mr. Matthews, why not put it on the outside box instead? In Toronto we have to wait from one and a half to two hours to have our plates engraved, for which an extra charge is made, and then perhaps find that some members of the family object to the age that has been given, or someone says it is the wrong age. Then we have to make the change, engrave a new plate, for which we are charged again, and have no chance to collect for this. In my own business I am doing away with the name plate altogether, except where the family state they want it. In 60 per cent. of my funerals there is no name plate on the casket.

Another matter is the use of door drapes. I dare to say that in ten years from now the use of door drapes will have gone out of existence. Quite a number of funerals that I have conducted of late for very nice people, I have used no drape at all. Sometimes I have asked regarding the wishes of the family in this matter, and the reply has been, "Now, Mr. Matthews, what do you think of this yourself; what is the custom? We should like the funeral as simple as possible, and think like you, that the door drape is unnecessary and only causes curiosity."

For appearance, simplicity and well-conducted funerals we should cut out the show and make the cortege as simple as possible, in keeping with good taste.

On motion of Harry Ellis, seconded by Chas. Smith, the report of Secretary Matthews was adopted and sent on to the committee.

Treasurer's Report

Mr. Coltart submitted his report verbally. He had not much to add in the way of information regarding the finances, on account of the manner in which the matter was covered by Mr. Matthews in his report and in his explanation. He had all the books and vouchers of the Association and these he would hand over to the auditors who would bring in a report later on. Mr. Coltart hinted at his not being a candidate for the office of treasurer for another year because of his ill health. He had taken pleurisy last Christmas and had been weak and ill ever since, so much so that he could not attend the Executive meetings. This was the first time that he had missed. Because of this he thought it judicious to retire.

Mr. Edwards moved that the report of Mr. Coltart be referred to the Finance Committee, but he trusted that Mr. Coltart was not serious in even thinking of resigning the office of treasurer. All the members of the Association were sorry to know of his ill health, and they hoped from now on he would improve. He did not think the Association would consider Mr. Coltart's resignation. Jos. Phelan, of Arthur, seconded the motion.

The President now called on Prof. Dhonau to take up his morning address, on "The Art of Embalming Reduced to a Science." This subject will be printed in full in a subsequent issue of Canadian Furniture World and The Undertaker.

Before the close of the morning session, President Nugent named the membership of the convention committees, asking them to report for service at nine o'clock the next morning. He then adjourned the meeting for the day, as the afternoon was given over to the annual picnic and dinner at the Island.



A. R. COLTART
Re-elected to the Finance Ministry.

Convention Committees

Committee on President's address—Messrs. Ellis, of Toronto; Boyd, of Mitchell, and Porter, of Toronto.

Secretary's report — Messrs. McKillip, Brampton; Earle, of Sudbury, and Barlett, of Toronto.

Treasurer's report—Messrs. Greenwood, of Stratford; Smith, of Barrie, and Phelan, of Arthur.

Finance—Messrs. Stone, of Toronto; Boyd, of Mitchell, and Knetchel, of Toronto.

THURSDAY MORNING'S SESSION

When the convention came to order, Ald. Ryding was introduced. He came, he said, as the representative of the Mayor and City Council of Toronto, to welcome the delegates to the city and to give them the freedom of the town. He knew their work was useful work, dealing as it did with sanitation matters and the proper care of the dead. He hoped none of those attending the convention would need any assistance while in the city, but if they did he wanted them to call on him.

Prof. Dhonau, at the exit of Ald. Ryding, embalmed a cadaver, with the assistance of some of this year's students, and demonstrated on the body, explaining some of the points he had brought out in his lectures during the preceding two days.

The Elections

Pres. Nugent called for nominations for officers for the ensuing year.

On motion of Messrs. Cobbledick and Harry Ellis, Fred J. McArthur, Cobourg, was named for president, and no others being nominated he was declared elected.

On motion of Messrs. McKillip (Brampton), and Boyd (Mitchell), N. L. Brandon, St. Mary's, was named for first vice-president. There being no other nominations he was declared elected.

On motion of Harry Ellis and Jos. Phelan, Frank F. Morris, Bowmanville, was named for second vice-president. Mr. Scott, Woodbridge, also nominated, withdrew, and Mr. Morris was declared elected.

Fred W. Matthews and A. R. Coltart were renominated and re-elected unanimously on motions of Messrs. Boyd and Ellis.

The Committee on By-laws, Messrs. C. N. Greenwood and T. H. McKillip, were re-elected; as also were the trustees of the Eckardt stock, Messrs. R. U. Stone, N. J. Boyd and C. N. Greenwood. Mr. Stone will be the retiring member next year.

Mr. Purviance, of Indiana, brought greetings from the funeral directors of his state to those of Canada. He had been in the business for 15 years, the first eight as an assistant. He retired a short while ago, but returned two years ago.

Mr. Purviance did not think undertakers as a class were exacting enough in business. They were not getting all that was due them. In his own business he talked quality and he visited the factories to see how his goods were made. He had at his home a record of funerals and burials conducted by his firm and predecessors from 1863. Service should be the keynote of all funeral directors, and they should attend regularly all convention meetings.

Thanking Manufacturers and Travellers

Secretary Matthews in the few minutes intervening until the noon recess, wished to say something under the head of "unfinished business." While the ledger was yet unfinished, and there were, he knew a number of outstanding accounts, good returns had resulted during the past two years due principally to the work of members in good standing. He hoped these members would continue that good work. There is no reason in the world why we should not have our membership lists clean, with all members paid up-to-date. If all those attending this convention, on returning home would speak the right word to any in their locality who were absent this year, an improvement in our finances would surely result.

There is another matter I should like to speak about, said Mr. Matthews. For the past two years we have had the support of the manufacturers and the help of the travellers in boosting our Association. The manufacturers have contributed in large measure to the success of our pleasures, and it would be the right thing to do to pass a vote of thanks to the manufacturers for their contributions and to the travellers for their co-operation. Harry Ellis seconded this, which was entered on the minutes as an official resolution, and letters were ordered to be sent the manufacturers thanking them for the support given the Association in getting up the program of sports and pleasures for the conventions of 1916 and 1917. (Applause).

Harry Ellis took occasion to suggest that the Executive look into the matter of having life memberships in the Association. Other organizations have these and it might be beneficial to the C. E. A.

Secretary Matthews thought the suggestion should go to the Committee on By-laws, and then entered as a notice of motion. It will be dealt with by the Executive.

THURSDAY AFTERNOON'S SESSION

Prof. Dhonau concluded his demonstration and opened a question box discussion.

Harry Ellis mentioned the fact that some Toronto undertakers had difficulty in getting bodies out of the hospitals. The matter should first be taken up by the local Association, was the opinion of those present.

Pres. Nugent at this stage rose and said he had a pleasant duty to perform. On behalf of Prof. Dhonau, and the Cincinnati College of Embalming, he presented James W. Lodge, this convention's registrar, with a life membership certificate in the Cincinnati College, in token of his efforts in the present world war. As a citizen of a neutral country, Mr. Lodge had crossed the border to another country, enlisted as a private, and went to the front to fight the battle of liberty. Wounded at the front, Mr. Lodge was discharged, returning to Canada as a sergeant.

Mr. Lodge thanked Prof. Dhonau and the staff of the Cincinnati College of Embalming for this token of their regard.

The certificate carries with it all the privileges of the College, including all regular and special lectures and practical demonstrations in the art of embalming, sanitation and disinfection.

N. J. Boyd presented the committee's report on the president's address, saying the members were more than pleased with the work of Mr. Nugent during the year past. R. U. Stone seconded Mr. Boyd's remarks.

The other committee's also presented their reports.

Secretary's Report Committee

We, the Committee on Secretary's Report, desire to compliment Mr. Matthews, our able secretary, for the splendid report he has presented.

On behalf of this Association we desire to thank Mr. Matthews and appreciate his endeavors, and the careful attention he has given to the office of secretary of this Association.

We are sorry to note that the members have not been prompt in paying up their dues, as asked for in our secretary's letter of 1916.

We would beg of each member to pay particular attention to this appeal, as it is very necessary for the welfare of this Association.

We congratulate the executive on their securing Prof. Dhonau to lecture at this convention, and also for the splendid entertainment at the Island.

We move that the report be adopted, and a hearty vote of thanks be extended to Mr. Matthews and our Executive.

Signed,

A. W. BARLETT,
G. W. EARLE.
T. H. McKILLIP.

Installing the New Officers

The installation of officers next claimed attention, the president being assisted in his work by Messrs. Boyd, Cobbledick and Stone.

President Nugent turned over his office to President-elect McArthur, in a very short address, in which he told the new officer of his duties to the Association. N. J. Boyd installed First Vice-President Brandon; N. B. Cobbledick placed in office Second Vice-President Morris; R. U. Stone escorted Secretary Matthews to

High-Grade Funeral Cars



This body was built for Mr. J. A. Humphrey, Undertaker, of Toronto, on a Ford Chassis.

Hards-Timpson Funeral Cars are noted for their handsome appearance and the quality of material and workmanship used in their construction,

We specialize in the manufacture of *hearses, ambulances, waggons,* and all kinds of funeral equipment.

Get our prices before placing your orders elsewhere

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SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted **DIOXIN**, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He **KNOWS** that he has the Best Fluid in the world and he will tell you **WHY**.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using **DIOXIN**.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit **DIOXIN** Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out **DIOXIN** as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that **DIOXIN IS** the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before **DIOXIN** will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY

221 FERN AVENUE
TORONTO, ONTARIO, CANADA

his chair, and President Nugent turned over again the finances to Treasurer Coltart.

Mr. McArthur thanked the convention for the honor they had conferred on him. During the coming year, provided he had his health and his strength it would be his duty to attend to his work in the C. E. A. It was his pleasure to say that no society or organization he knew of had a finer set of officers than those who had been selected to assist him. He thanked Prof. Dhonau for his able lectures, and commented on the United States' participation in the war.

Mr. Brandon, in taking office, thanked the installing officials for the kind words said of him. He would try this year to make the Association's work as successful as he could make it. Mr. Morris, too, was glad of the honor conferred on him. He would do all he could to uphold the dignity of his office.

Mr. Matthews, on resuming the secretaryship, wanted to say that he needed help, and help from the officers. The treasurer also had his wants, he wants money; and the president wants membership. We cannot do all this work. Mr. Matthews thought the Association to-day was stronger than a few years ago, not perhaps in membership but in interest and enthusiasm. He recalled the incident five or six years ago when he had been inveigled into taking the secretaryship; how a 'phone message got him down to the Palmer House to smoke, as he thought, a few cigars. When offered the post he asked his nominators to forget it, but they persisted, and he took the office temporarily—and is still in it.

Mr. Matthews humorously brought out the fact that he wanted to retire, especially as his wife did not like him to be taken out at nights. (Laughter). He would willingly give up the post if he could find some man in the city who could and would undertake its duties.

Helps the Young Man

In regard to the profession he felt that the young fellows coming along needed help and guidance from the older practitioners. In fact all of us needed help. There was in this respect a better uplift movement than was the case a few years ago.

Mr. Coltart, introduced as "Minister of Finance," thanked all for their kindly expressions of feeling and for re-electing him to office, although, he said, one of the younger men might better have been persuaded to take the post. He had no objections of course to undertaking the work of treasurer, but believed that owing to his recent illness and the uncertainty of the future, it was better that some other person might grow up in the work. He would do his duty and hoped everything would be satisfactorily done during the year.

N. J. Boyd moved a hearty vote of thanks to Prof. Dhonau, and wished to have the vote recorded in the minutes and in the press. In 24 years Mr. Boyd had missed but three conventions. He was, therefore, he thought, right in saying that the members gained more information in regard to embalming this year than in any previous series of lectures.

This motion was seconded by N. B. Cobbledick, who stated that Prof. Dhonau had come to the Toronto convention for the third time in recent years. When he said he would try to put this year's work on a higher plane, he as well as some other members were a little sceptical, but the professor did what he said, and the members had the pleasure of listening to the best series of lectures ever given before the C. E. A. Mr. Cobbledick put in a plea for the C. E. A. affiliating with the National Association, and he hoped the professor who was going to attend the National convention would do what he could to forward that interest.

Prof. Dhonau, replying, said he thought God's greatest gift to man is work. He was glad to come to Toronto, to help in the work of the C. E. A., and glad to know that his efforts were of assistance to the members of the Association in their professional work. The professor explained the new monthly paper published by his college devoted to research work, and mentioned, too, the clubbing proposition he had arranged with Canadian Furniture World and The Undertaker. He liked his work, and hoped to come again to Toronto. It was one of the beauty spots of the earth.

R. U. Stone now stepped to the front, and on behalf of the Association presented Retiring President Nugent with a beautiful gold locket as a slight remembrance of his association with the members of the C. E. A. in the office of president during the past year.

Mr. Nugent suitably replied, and thanked all for their kindly expressions of good will.

The singing of "God Save the King," brought the convention to a close.

Convention Notes

The new face on this year's Executive is F. F. Morris, of L. Morris and Son, funeral directors and and furniture dealers, Bowmanville. His firm also conduct branch stores at Orono and Hampton.

A. B. Greer & Son had two splendid motor vehicles on exhibition outside the convention hall in Queen's Park. One was a motor hearse on a Studebaker chassis with a 6-cylinder engine, built for the Thompson Furniture Co., Belleville; the other was a combination hearse and casket wagon built on a Ford chassis. A number of these latter are already used by funeral directors in many towns in Ontario.

Chas. Staunton, manager of the Dwyer Estate, Hamilton, was in evidence. This was the first convention Charlie has attended in a number of years. His splendid singing voice in the choruses at the dinner was easily the best heard. He was just as enthusiastic about the ball game as he was about the dinner.

The West and the East met at this year's convention. G. H. McKague, of Saskatoon, Sask., an officer of the Saskatchewan and a member of the Western Canada Funeral Directors' Associations, and John Snow, of Halifax, N.S., were interested visitors.

Ben. Davis, not the Apple King, but Ben. of the Western Casket Co., Winnipeg, was an interested spectator at the ball game and races at the Island. Like his countryman, D. M. Andrews, of Dominion Manufacturers, Mr. Davis was born in Wales but from his boyhood up was an Ontario boy. He served his apprenticeship, along with our last year's president, Robert Nugent, in Lindsay, under John Anderson's supervision. Later he struck out for himself as a funeral director and furniture dealer, first at Midland, and later at Cannington. Farming in the West afterward took his fancy. Then he came back to his old love and is now managing the Western Casket Co.'s business at Winnipeg. Mr. Davis came down east on a combined business and pleasure trip.

The W. H. Wattman Car & Body Co., of Toronto, are shipping a new motor hearse to Geo. Speers, Regina, Sask. It is mounted on a 1915 Cadillac chassis. This is the best car yet turned out by the Wattman Co.

The Sports and Banquet

Ball game, picnic, "Deacon's" talk
Meet 1.30 at Bay Street dock.
—Original poem by Fred Matthews.

LOOKED forward to as the big feature of the annual gatherings of the C. E. A. this year's frolic on Wednesday afternoon, surpassed any of its predecessors. There were baseball games, races, dinner, a speech, songs and fun galore. Something doing all the time.

The program started off with a baseball game between the travellers and the funeral directors, the travellers being the victors by 20 to 12 runs, not counting the errors, which it was hard to keep track of.

Norman Craig captained the undertakers, and Bob Flint, the travellers. Norman pitched for his team, his mates being Lorne Barlett, W. Tovell, A. Tovell, Newton Boyd, J. Earle, E. Allen, C. Smith and Will Britton. Prof. Dhonau pitched for Flint's gang, the other helpers being McLaren, Staunton, Doc. Ferguson, Buck Cummings, Jack McLaughlin, and Brown. The umpires were Chas. Johnston, of the Champion Fluid Co., on the bases, and Charlie Tassell, behind the bat.

On account of a cash bet Jack McLaughlin put more than his usual enthusiasm into the game, and at its conclusion ran for the boat so that he could not be pinched for betting.

Charlie Johnston, who umpired the game gave good satisfaction—almost. He is a quiet sort of chap, but is an enthusiastic ball player, and would sooner be on the playing lines than handling the indicator.

Bob Flint broke the prize box of cigars among his victorious team mates and his erstwhile opponents.

The Races

There was plenty of interest taken in the races and all of them were keenly contested.

The 100 yards race open to members under 25 years of age, was won by C. A. Butler, St. Catharines, with Lorne Barlett, second, and P. L. Moffatt, Toronto, third. The prizes were a case of "Canicula" embalming fluid, a gift from the St. Thomas Metallic Vault Co., and a box of cigars.

75 yards, open to members between 25 and 35—A. McNiven, Guelph; J. C. McNabb, Cobalt; A. R. Climenhage, Stevensville. Prizes, door drape by Central Casket Co., bottles of hydroform and benzol soap, by H. S. Eckels & Co., and box of cigars.

Fat man's race—N. L. Brandon, St. Mary's; W. H. Harmen, Cochrane; W. J. Mather, Stouffville. Prizes donated by Dominion Manufacturers.

Ladies' 50 yards dash—Mrs. Ferguson, Miss C. Kilbreath, Sarnia; Mrs. McNiven, Guelph. Prizes donated by Elliott Bros., Prescott, ladies' burial robe, umbrella, and hand bag.

Special Evel handicap, 75 yards, for active funeral directors—C. A. Butler, St. Catharines; Lorne Barlett, Weston; J. A. Phelan, Arthur. Prizes donated by Evel Casket Co., half dozen silver handles, ladies' silk robe, gentleman's robe.

Assistant's race, 100 yards, for students at this year's school—M. Kitching, Waterdown; J. I. Ellis, St. Catharines; C. E. Allen, Hamilton. Prizes donated by Canadian Furniture World and The Undertaker, 24, 18 and 12 months' subscription to that paper.

Consolation race for contestants who did not win a prize—O. J. Thorpe, Haileybury.

A second baseball game played by teams of undertakers from the north and south of the Province, filled out the afternoon until the dinner bell rang. The "Cocks o' the North" won by a score of 8 to 4. The players were: North—Harmer, McNabb, Thorpe, Earle, Phelan, Wainsborough, Smith, Climenhage, Britton. South—Staunton, McLaren, Moffatt, Allen, McElroy, Brown, Jonstone, Snow, Ellis.

Drawing Contest

Walter Edington, assistant with A. W. Miles, 396 College St., Toronto, won the drawing contest prize—the Champion adjustable cooling board. His was the 34th ticket drawn and the number was 1,226.

Bob Stone came within one of getting the prize. The adage, however, says an inch of a miss is as good as a mile. Better luck next time.

The Big Banquet

The dinner was the best of the series of these events so far held. The eats were fine and plenty of them; the talk was short, one little speech by "Deacon" Henderson; and the fun was really funny with such capable artists as Chas. Musgrave, Bert Harvey and Jack Kelly. They gave of their best.

The "Eats" were interspersed with choruses from all the popular topical musical hits of the day, and after everybody had his fill "Deacon" Henderson was called on to respond to the toast of "Our Association."

Mr. Henderson, on rising to respond, was greeted with the singing of "He's a Daisy." When he was able to get a hearing, he mentioned the pleasure it was for him to meet so many of his old friends again. He had expected to be away this year, as the fish were biting well, and, of course, they won't be denied. But when the Executive said he was to be the only speaker, he had to break away from the fish. Last year when he spoke out on the common he was just in the spirit for speaking, but just now he felt very much like the bantam a small boy had whose eggs were remarkably small, so small in fact that the boy hung an ostrich egg from the rafters in the barn and carrying in the bantam showed it the egg and said, "Take that for a model and do the best you can."

Before experienced speakers like Mr. McIntosh he felt small indeed, but taking him for a model he would do the best he could.

We all know what the Association has done for us in the past, and what it is doing at present. What are we doing for it? Are we boosting or knocking? We should set before us the motto of the man who wrote. "I believe in working, not weeping; in boosting, not knocking; and in getting pleasure out of my job." That's the thing.

You are all members of an Association that was well-builded by those who have passed away, and you should be improving all the time, moving around and coming into contact with one another and bringing about a relationship that makes for a better companionship and for a higher standard of the profession.

There is one regret, and it is that while the boys on the road are toiling all the while to build up this organization and other similar organizations, our efforts

(Continued at end of page 59)

Registered at the Convention

Robert Nugent, Lindsay.
Fred. W. Matthews, Toronto.
Chas. O. Dhonau, Cincinnati.
E. T. Thompson, Belleville.
Neil McPhee, Parkhill.
Thos. Porter, Toronto.
W. H. Harmer, Cochrane.
G. Z. Trudeau, Steelton.
W. A. Hunt, Belmont.
A. R. Coltart, Chatham.
R. U. Stone, Toronto.
H. Holmes, Dresden.
Wm. Edwards Gananoque.
R. S. Preston, Toronto.
N. B. Cobbledick, Toronto.
N. C. Rundle, Toronto.
E. S. Lorriman, Inwood.
R. Moffatt, Inwood.
Jas. McFarquhar, Toronto.
Joseph Brophey, Goderich.
W. K. Murphy, Toronto.
J. B. Martyn, Ripley.
F. G. Wilcox, Waterford.
H. H. Keegan, Kemptville.
C. N. G. Smith, Barrie.
J. H. Summerfeldt, Cannington.
A. McNiven, Guelph.
P. C. Lloyd, Barrie.
J. C. McNiven, Dorchester.
G. W. Earle, Sudbury.
James O'Hagan, Canadian Furniture World and The Undertaker, Toronto.
J. Donaldson, Caledon East.
F. Fischer, Elora.
N. J. Boyd, Mitchell.
Chris. Dreisinger, Elmira.
Harry Ellis, Toronto.
A. J. Jackson, Sudbury.
G. S. Cumming, Arthur.
T. E. Simpson, Sault Ste. Marie.
Alexander Logan, Parry Sound.
J. M. Logan, Parry Sound.
Roger Milson, Chatsworth.
Wm. J. Osborne, Warkworth.
J. G. McFadden, Peterborough.
Jno. C. Brady, Port Burwell.
N. L. Brandon, St. Mary's.
W. G. Watson, Priceville.
G. L. Watson, Walters Falls.
A. W. Barlett, Toronto.
A. R. Climenhage, Stevensville.
J. Paul, Feversham.
P. M. Howard, Hastings.
A. E. Maynes, Toronto.
W. A. Britton, Grand Valley.
G. H. Swartz, Jerseyville.
Stafford R. Rudd, Arnprior.
W. H. Dobson, North Augusta.
J. Runge, Clifford.
E. F. Best, Simcoe.
W. J. Ward, Weston.
Wm. Speers, West Toronto.
J. C. McNabb, Cobalt.
C. J. Thorpe, Haileybury.
W. J. Mather, Stouffville.
A. R. Newbigging, Toronto.
Lorne R. Barlett, Weston.
Frank C. Reid, Kingston.
McKillop & McIntyre, Brampton.
J. Roger, Atwood.
Charles R. Bolton, Toronto.
H. J. Daniels, Grand Rapids, Mich.
S. Cotterell, Hamilton.
Jas. Taylor, Sutton.
F. A. Windover, Frankford.
J. A. Robinson, Newbury.
Jas. Baird, Plattsville.
Chas. Dunham, Aurora.
Fred Scott, Woodbridge.
F. J. McArthur, Cobourg.
Greenwood & Vivian, Stratford.
W. J. Morrison, Kincardine.
F. Skinner, Schomberg.
H. F. G. Dreyer, Havelock.
K. A. Breckenridge, Owen Sound.
J. B. McIntyre, St. Catharines.
Norman A. Craig, Toronto.
W. G. Evel, Hamilton.
W. H. Henderson, Ottawa.
A. J. H. Eckartd, Toronto.
Thos. Chadwick, Toronto.
Jas. Dore, Hamilton.
A. B. Greer, London.
A. E. G. Tovell, Guelph.
W. L. Brown, Dundas.
Max MacPherson, Delhi.
J. R. Tupper, Toronto.
C. R. Turner, Milton.
C. Haskett, Lucan.
G. H. McKague, Saskatoon, Sask.
A. F. Stager, Hespeler.
F. F. Morris, Bowmanville.
Geo. Hetherington, Langton.
J. G. Henry, Sudbury.
G. M. Sutherland, Welland.
T. M. Comstock, Peterborough.
John P. McCammon, Paris.
A. Black, Orillia.
S. R. McCully, Toronto.
J. Keeler, Ingersoll.
E. Bidwell, Sills.
G. W. C. Graham, Toronto.
M. S. Bedford, Toronto.
W. Johnston, Toronto.
H. H. Hutchinson, Peterborough.
T. E. Simpson, Sault Ste. Marie.
P. R. Williams, St. Thomas.
E. C. Williams, St. Thomas.
W. G. Burrows, Chatham.
W. N. Knechtel, Toronto.
M. Lorriman, Inwood.
M. Davison, Lucknow.
C. Seldon, Whitby.
James Nicholson, Whitby.
W. Haslip, Hagersville.
Jas. Long, Faversham.
M. Laurie, Maple.
J. Minniker, Barrie.
M. Puffer, Norwood.
Patterson Bros., Carleton Place.
McRae & Son Vankleek Hill.
Gordon Jex, Cobourg.
W. A. Wright, Richmond Hill.

A SPLENDID OFFER

Canadian Furniture World and The Undertaker has effected a clubbing offer with "The Journal of Research in Embalming and Allied Sciences," edited by Prof. Chas. O. Dhonau. From now until the end of 1918 these two papers—one giving the news, the other the technical and professional points—will be sent to any address in Canada for $1.50. Either paper will be sent until the end of 1918 for $1. Address, Editor Canadian Furniture World, Toronto.

EXHIBIT OF CHAMPION PRODUCTS

The champion Chemical Co. opened their "Cosy Corner," in the same location as last year, 116 King St. W., opposite the Prince George Hotel, with Dr. and Mrs. Ferguson in charge. Chas. Johnston, from the home office, was also on hand. A register was kept of all visitors, and little souvenirs given—bottles of perfume to the ladies and paper pop guns to the children.

While not open for business, the idea of the booth being a meeting place, there was a splendid showing of "Champion" and "Jaundexo" fluids, and various other products of the Champion Co., including couches, couch covers, grips, instruments, church trucks, casket throws, manikins, text books, perfumes, disinfectants and a general line of supplies. A number of striking and telling wall cards and hangers directed attention to the merits of the Champion line.

WEDDING BELLS

The marriage was celebrated at Danforth Avenue Methodist Church, Toronto, recently, of Alice Evelyn, daughter of John Hutchison, to Mr. Lorne W. Trull, the well-known east end undertaker. Rev. R. J. D. Simpson officiated. The bride wore cream embroidered Brussels net over white satin adorned with pearls. Miss Edith Hutchison, in peach taffeta, with white picture hat, was bridesmaid, and Mr. Melville Roberts was best man. Later Mr. and Mrs. Trull motored to Ottawa and Montreal, and will later reside at 751 Broadview Avenue, Toronto.

PRESENTATION TO FUNERAL DIRECTOR

On a recent Wednesday evening, the home of Mr. and Mrs. Geo. E. Nichols, East River Road, New Glasgow, N.S., was the scene of a happy gathering, and the result was an evening of enjoyment after which everyone participating felt happier. It was the seventeenth anniversary of the marriage of Mr. and Mrs. Nichols and their friends and co-workers in the First Baptist Church decided to surprise them. This they successfully did. To the number of about thirty they took charge of the Nichols home and made the lady of the house and her husband the guests. Not only that but after music and a luncheon they presented Mr. and Mrs. Nichols with a handsome electric reading lamp. The presentation was made by the pastor, Rev. A. Judson Archibald, in a humorous and happy speech. The anniversary will be one those present will long pleasantly remember. Mr. Nichols is the manager for James Ross, the New Glasgow funeral director and embalmer.

The Sports and Banquet

(Continued from page 57)

with the exception of the C. E. A. have been but transitory. The Association in the East did good for a little time. There should be nothing, however, to debar men from the East coming to Toronto. Then there was a time when we gathered at Ottawa, just as good a gathering as at Hamilton, Toronto, or London. There are good towns down East—Prescott and other towns —yes, and Gananoque.

We are living in an age of service. Life itself is a service. Are we giving of our best? It does not matter whether we belong to the high and mighty or the lowly, but are we doing our best? Are you doing the best you can; am I doing the best I can? And what about the service we are giving to others. Your assistants, what are they to you, and what are you to them? Are you holding them outside, or helping them by keeping them close to you? Remember these assistants will be those who come after you, the professional men of the future. They should be taught to handle the public kindly, and the dead sacredly.

What a day of service we are living in. To-day there is a world service; and how great is the call. There are those who are serving to-day whether at the front or at home, on one side or the other, in a cleanly life, so let us all give a whole-hearted service in thought, and word, and life; so let us labor on. After it all will come rest. A well-spent life in any calling will bring no regrets.

I can do no better in conclusion than quote Babcock's beautiful thought, "Be Strong":

"We are not here to play, to dream, to drift;
We have hard work to do, and loads to lift.
Shun not the struggle, face it—'tis God's gift.
It matters not how deep entrenched the wrong,
How hard the battle goes, the day how long;
Faint not, fight on, to-morrow comes the song!

Messrs. Greenwood & Vivian, Stratford, Ont., have purchased a motor hearse from the W. H. Wattman Car & Body Co., Toronto. This hearse is mounted on a 1913 four-cylinder Cadillac, equipped with electric light and starter, and is up-to-date in every respect. The car is a powerful one, and ought to be of great service to this firm.

Funeral Cars, Ambulances, Wagons—at Right Prices



This hearse is up-to-date in every respect. Weight of body less than 1,000 lbs. Can be fitted on any chassis that has 136 inch wheel base. We put nothing but the best material in every part. Workmanship the very best. We will build you this body or furnish the job complete. Write to us for prices before placing your order. Among recent shipments are handsome hearses to Messrs. Greenwood and Vivian of Stratford, George Speers of Regina, R. U. Stone, and Mr. Ingram, of Toronto.

Ask our customers if they are SATISFIED

WM. H. WATTMAN CAR BODY CO. 237 Mutual St., TORONTO

Hints and Helps for the Embalmer

By Howard S. Eckels, Ph.G.
Dean of Eckels' College of Embalming, Philadelphia, Pa.
Written for Canadian Furniture World and The Undertaker.

"IN taking up the axillary artery and axillary vein we make one comparatively small incision in the most obscure place in the body—the arm-pit. This is an operation so neat and so cleanly that it may be performed without hesitation in the presence of any member of the family. To draw blood from the superior vena cava by way of the axillary vein a tube is placed directly into the vena cava itself and past the central valve in the innominate vein. In this way we are able to drain, if necessary or desirable, practically every drop of blood from the portions of the body which we desire to beautify for funeral purposes.

"Moreover, this flow, by means of the stop-cock on the instruments, can be regulated absolutely at will, can be shut off when it is desirable or turned on when the injection of the fluid shows signs of distending the veins.

"Another point in favor of the method is that the fluid can be injected by gravity alone and the blood withdrawn in the same manner, so that the hands of the embalmer are left absolutely free for such massage and manipulation as may be necessary to secure the very best cosmetic effect. The ability to secure this cosmetic effect is greatly aided by the fact that a much larger quantity of blood can be withdrawn in the manner given above than from the basilic vein and the right ventricle of the heart combined—and no pump is necessary to withdraw it, either.

"I should say, as a broad, general proposition, that tapping the heart is a nineteenth century method and a very good method for the nineteenth century, but most decidedly out-of-date in the twentieth.

"Arterial embalming is not very many years old, and it has been a progressive science. The method that was rated the best five years ago, now is superseded by something more scientific and therefore most effective. You will pardon me if I class the brachial artery and the trocar-to-the-heart method as being decidedly out of date. But if there were no other reason than the one I am about to give, I should say that every progressive embalmer should abandon it.

"How often it is that on your second visit a soft or a bad spot is found where a re-injection of the fluid is desirable. Users of the axillary method, when they embalm a case about which there is the slightest suspicion of danger, permit the flexible arterial tube to remain in place until the second visit. The circulation is absolutely unbroken, of course, and all that is necessary to reinject the body and to obliterate any spots that have gone wrong is to attach the siphon and to permit the fluid to flow in by gravity. When the circulation has been broken by tapping the heart re-injection is absolutely impossible without a very great deal of trouble and the body has to be practically re-embalmed at even a greater cost of time and trouble than at the first injection.

"I am confident that a careful consideration of these points will make you feel that you would like to at least try it for yourself. After all, that is the best test."

SUCCESSFUL EMBALMING CANDIDATES

The Board of Examiners, appointed under the "Undertakers and Embalmers' Act," conducted an examination for those wishing to qualify as embalmers, in the Anatomical Section of the University Building, Toronto, on Thursday and Friday, September 6th and 7th, immediately following the convention of the Canadian Embalmers' Association. Twenty-seven candidates presented themselves for examination, nineteen of whom were successful in passing, six obtaining honors, and eight failed to secure the required number of marks. The examination was thorough and practical, consisting of a written paper of forty questions, an oral examination of at least twenty questions, and practical demonstrations on a cadaver.

The names of the successful candidates are as follows:

Honors—T. W. Cavanagh, Sault Ste. Marie; Ian C. Martyn, North Bay; Donald G. Gillies, Hamilton; Harry A. Ostrander, Simcoe; J. Irvine Ellis, Fenwick; Geo. L. Bailey, Toronto.

Pass—Henry Smart, Tillsonburg; Chas. E. Allen, Dundas; Wilfred A. Thorpe, Hamilton; Bidwell E. M. Sills, Brockville; A. J. McEvoy, Ottawa; Mervyn D. E. Kitching, Waterdown; Jas. A. Cain, Lindsay; Albert J. Brown, Dundas; A. P. McCabe, Toronto; J. A. Menard, Blind River; A. H. Swarts, Brockville; F. J. Hamon, Ottawa; B. C. Hubbell, Marmora.

We understand the next examination will be held in Toronto some time in February next, and those who failed to pass in September, will be permitted to write again, without payment of any additional fee.

GOSSIP OF THE PROFESSION

D. M. Andrews, secretary of Dominion Manufacturers, Ltd., is slated for an important address at the annual mass conference of the Casket Manufacturers' Association of America to be held at Cleveland, Ohio, October 17 to 19.

Dr. G. W. Ferguson, of the Champion Chemical Co., has started on his annual fall business trip to the West. He expects to go right through to the Coast and be back before the snow flies.

The Evel Casket Company, Hamilton, has been given a permit to alter and extend its new premises at the corner of King and Tisdale Sts., to cost $5,000. The extension will be of brick construction.

Canadian Furniture World readers will be sorry to hear of the continued illness of W. F. Nichols, funeral director of Weymouth, N.S. Mr. Nichols has been in failing health for a year past, and no hopes of his being better are entertained.

Major W. A. Bishop, the famous aviator who was recently officially welcomed by the Toronto City Council, is a cousin of Mr. A. J. H. Eckardt. His home is in Owen Sound. The captain has among his decorations the Victoria Cross and the Distinguished Service Order.

James W. Lodge, late assistant with Fred W. Matthews Co., Toronto, and a returned soldier, who has been doing some extra work for the Hydro-Electric Commission, was the hero of a recent fire in the Hydro retail shop. Mr. Lodge was working on the switchboard when the fire broke out, but stuck to his post until all the officers had been notified. He then crawled to the door, fell unconscious, and was carried into a nearby drug store where he was set right.

Mrs. Ruth Ingram, wife of Albert Ingram, one of Toronto's oldest undertakers, died early in September. The funeral took place during the convention of the C. E. A., and many of the members attended the funeral.

Undertakers Shipping Directory

ONTARIO

Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont.—
Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Hamilton—
Blachford & Sons,
57 King Street West.
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Huntsville—
Hilliar, Joseph.

Ingersoll—
McIntyres.
F. W. Keeler and R. A. Skinner, props.

Kemptville—
McCaughey, Geo. A.

Kingston—
Corbett, S. S.
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.

Orillia—
W. A. Strachan,
Successor to
H. A. Bingham.
Phone 453.
D. Clark. Tel. 159.
Mundell, J. A. Phone 126.
150 Mississaga St.

Oshawa—
Disney Bros.
Luke Burial Co.

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
William, P. R., & Sons, 519 Talbot St.

Stirling—
Ralph, Jas. Phone 102.

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Down & Fleming,
94 Ontario St.

Toronto—
Cobbledick, N. B., 2068 Queen St. East and 1508 Danforth Ave. Private Ambulance.
J. A. Humphrey & Son,
463 Church St.
Washington, Fleury Burial Co., 685 Queen St. E.
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Thedford—
Woodhall, J. B.

Wallaceburg—
Cousins, Burlington & Saint.

Welland—
Patterson & Dart
Sutherland, G. W.

Woodstock—
Mack, Paul.

Whitby—
Nicholson & Seldon.
Disney, R. S.

QUEBEC

Montreal—
Tees & Co., 912 St. Catherine St. West.

NEW BRUNSWICK

Moncton—
Tuttle Bros., 164 Lutz St.

St. John—
Fitzpatrick Bros.
100 Waterloo St.

MANITOBA

Brandon—
Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
Clark-Leatherdale Co. Ltd.
232 Kennedy St.
Thompson Co., J., 501 Main

SASKATCHEWAN

Moose Jaw—
Broadfoot Bros.

Saskatoon—
Young, A. E.

READ WHAT OTHERS SAY ABOUT

CARANAC

EMBALMING FLUID

AMBULANCE ESTABLISHED 1854

JAMES REID

THE LEADING UNDERTAKER AND FURNITURE MANUFACTURER

HEADQUARTERS TELEPHONE 147

254 AND 256 PRINCESS ST., KINGSTON, ONT.

The CaranaC Laboratory,
Peterborough, Ont.

Gentlemen:

I wish to convey to you our hearty congratulations in having placed a fluid well in reach of the profession, which we have found to do all that could be desired in the most trying cases, giving a soft and velvety appearance to the features.

Wishing you success, with a fluid that has come to stay.

Yours respectfully,
JAMES REID

CARANAC LABORATORY
PETERBOROUGH, ONT., CANADA

The Original Patented Concentrated Fluid

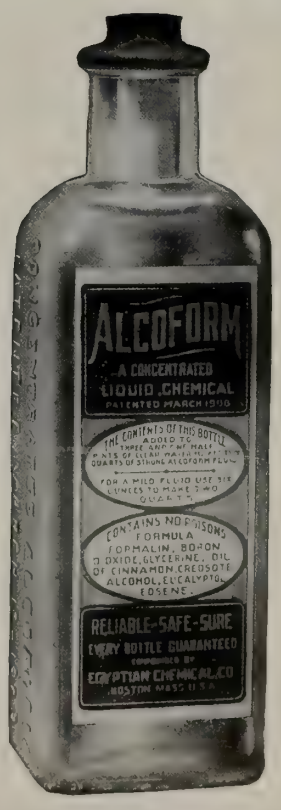
Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

Ask others for their Formula

Special Canadian Agents

National Casket Co.
Toronto, Ont.
GLOBE CASKET CO.
London, Ont.
SEMMENS & EVEL CASKET CO.
Hamilton, Ont.
GIRARD & GODIN
Three Rivers, Que.
JAS. S. ELLIOTT & SON
Prescott, Ont.
CHRISTIE BROS.
Amherst, N.S.



Larger Bottles filled up with water

Egyptian Chemical Co. Boston, U.S.A

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For Sale
Wanted

TERMS OF INSERTION

50 cents per insertion up to twenty-five words. Each additional word two cents, If Box is required 5 cents extra to cover postage, etc. Cash must accompany each order —no accounts booked.

FOR SALE—Light hearse. Rogers & Burney, Ottawa, Ont. -o

FOR SALE—At a snap. First-class hearse and casket waggon in A-1 condition. Have gone into motors. Clark-Leatherdale Co. Ltd., Winnipeg. o

FOR SALE—Cheap. A first-class hearse and double deck dead wagon. Sleighs for each. All in perfect condition. Ford & Sons, Blenheim, Ont. -o

POSITION WANTED—As funeral director and embalmer with a reliable city firm doing a good class of work, by a man qualified to take full charge, or as first assistant. Experienced in all branches of the business and ideas. Single, temperate, reliable, full of energy, both licenses, and belongs to several orders. No objection to investment and nothing but a permanent location. Box 44, Furniture World, Toronto. o

WANTED—A first-class, energetic, resourceful manager, for a new, well-equipped chair plant in a good live furniture town advantageously situated.

One who understands the business from the ground up and who can take full charge of manufacturing.

A good opportunity for ability to display itself. A man who can associate himself with a concern financially, preferred. Apply box 45, Canadian Furniture World. -o-n

WANTED—At once. Undertakers' assistant, with knowledge of furniture business. Good position to the right man. Apply to N. J. Boyd, Mitchell, Ont. -o

WANTED—Commission for Province of Quebec of case goods only, by experienced furniture salesmen. Address, Juvenile Vehicle & Furniture Agency, 2628 St. Denis St., Montreal. -o

Send your WANT ADS to the Canadian Furniture World

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited

Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application

Champion Fluid

A 16oz. bottle of Purest Chemicals

MADE IN CANADA

Order direct from us or from your Jobber



Champion Reputation

gained by many years of fair dealing and honest goods is in each bottle of

Champion Fluid

For Preservation and Cosmetic Effect

Champion is Unexcelled

The Champion Chemical Co., Springfield, O.

DR. G. W. FERGUSON, Canadian Manager

50 Leuty Ave., Kew Beach, TORONTO



"Alaska" Sanitary Mattresses

¶ Hundreds of thousands of "Health" Mattresses have been sold throughout Canada during the past 17 years, and to-day they are the most popular low-priced mattresses on the market.

¶ The filling is wood fibre, made amid the most sanitary surroundings from selected sun-dried white wood. This fibre is placed in the mattress with the curl intact and is then covered with layers of soft, carded felt—the whole process being carried out by automatic machinery.

¶ For comfort and sanitary qualities *at a low price,* "Health" Mattresses are unrivalled. In appearance they are very attractive, and the tickings are strong and durable.

Canada Has No Pure Bedding Laws: WE HAVE.

The Parkhill Manufacturing Co., Limited

GUARANTEED ALASKA BEDDING

Successors to the Alaska Feather & Down Co., Limited

Makers of Bedsteads and Bedding

MONTREAL

"Alaska on an article means high-grade every particle"

Vol. 7 No. 11 NOVEMBER, 1917

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

Published by the Commercial Press, Limited, 32 Colborne Street, Toronto

A Logical Combination

LYRIC

Phonographs – Records



One of our many superb designs.

"The Phonograph that is supreme in tone quality" must inevitably be an instrument of great possibilities for dealers selling it. The plays all records feature and all features of merit are embodied in the Lyric. The Lyric case designs are of the foremost period creations by masters in this art. in other words it is destined to be Canada's Premier Phonograph.

Lyric Records are records of quality, with one hundred and fifty grooves to the inch. There is as much music on a Lyric 10-inch record as on an ordinary 12-inch disc of other makes, selling at a much higher price. In addition to the large list of records in the Canadian and American departments, there is a catalogue of six hundred selections covering other languages. Lyric records come in 10-inch and 12-inch sizes. We are the exclusive distributers for Canada.

Liberal Discounts.

Territory now being assigned.

The George McLagan Furniture Company, Limited

STRATFORD ONTARIO

"There's Betty Jones, and Junior too, with
Toys all good and sound,
Theirs never break and get all loose,
And seem to tumble down.

I want a toy that will not break;
With wheels and handle bar
And one that doesn't jolt and shake—
—I want a Kiddie-Kar!"

——That is the cry that must be answered this Christmas, answered with a KIDDIE-KAR—the sturdy toy for the sturdy boy or girl. The only toy that next Christmas will find as good as new. Strongly built, every part sold under guarantee: a toy that stands up under hardest use.

Have you ordered your Christmas stock?

CANADIAN K. K. COMPANY, LIMITED
(Sole Canadian Rights)

ELORA - ONT.



	East of the Great Lakes	West of the Great Lakes
No. 2—2 to 3 years...	$1.50	$1.75
No. 3—3 to 4 years...	2.00	2.25
No. 4—4 to 8 years...	2.50	2.75

These prices strictly maintained. Prices to dealers on application.

A TALKING POINT!

Mr. Retail Furniture Dealer! Do you realize in selling dresser, sideboard, or any furniture containing mirrors, the talking point you have in the guarantee that goes with all **Copper Plated Mirrors.** The blue label on front and stamp on back permit you to guarantee the silvering for all time.

When purchasing furniture, insist on the label and use it in your selling talk.

This is a fac-simile of the label.



COPPER PLATED MIRRORS

are manufactured by

PHILLIPS MANUFACTURING CO., LIMITED

258 to 326 CARLAW AVE., TORONTO, ONTARIO

MADE IN STRATFORD CANADA

DIRECTORY OF MANUFACTURERS

Geo. M Lagan Furniture Co.
Limited
Medium and High Grade Dining Room, Parlor, Hall and Library Furniture.

Farquhar son-Gifford Co., Ltd.
Specialties in Revolving Seat Davenport Beds, Living Room Furniture and Divanettes

Stratford Chair Co., Limited
Diners, Rockers, Bedroom Chairs, Office, Den and Library Chairs, Children's Chairs. Buffets and Extension Tables. Dressers and Stands, Chiffoniers.

The Kindel Bed Co. Limited
Davenport Beds.
Living Room Furniture.
Couches, Kroehler Kodavs, Divanettes

Globe-Wernicke Co., Limited
Globe-Wernicke Sectional Bookcases. Globe-Wernicke Filing Cabinets, Filing Cabinet Supplies, Stationers' Goods.

Imperial Rattan Co., Limited
Upholstered Reed and Willow Furniture of every description. Upholstered Living Room Furniture and Chesterfields, "Old Hickory" Rustic and Garden Furniture.

Classic Furniture Limited.
High Grade Bedroom Furniture in Mahogany, American Walnut and Quartered Oak.

Stratford Manufacturing Co.
Limited
Kitchen Cabinets, Bake Boards, Ironing Boards, Clothes Racks, Step Ladders, Lawn Swings, Park and Verandah Seats, Camp Furniture, Assembly Room Seats, Canvas Cots and Chairs, Folding Chairs and Tables

Stratford Bed Co., Limited
Brass Beds and Costumiers.
Brass Fire Place Rails.

Stratford Desk, Limited
Office Furniture.

SERVICE

Furniture dealers all know the value of service to customers—know it makes friends, brings them back and keeps them coming.

Stratford manufacturers also know this, and practice it. They do many things for furniture merchants that never figure in the invoice. They do them willingly because they know that the right goods, backed by good-will and service, help the furniture into the home—where the dealer gets his money.

Ask any of the advertisers in this section what you want to know about their particular lines. Write them for catalogue. They will give you unequalled service.

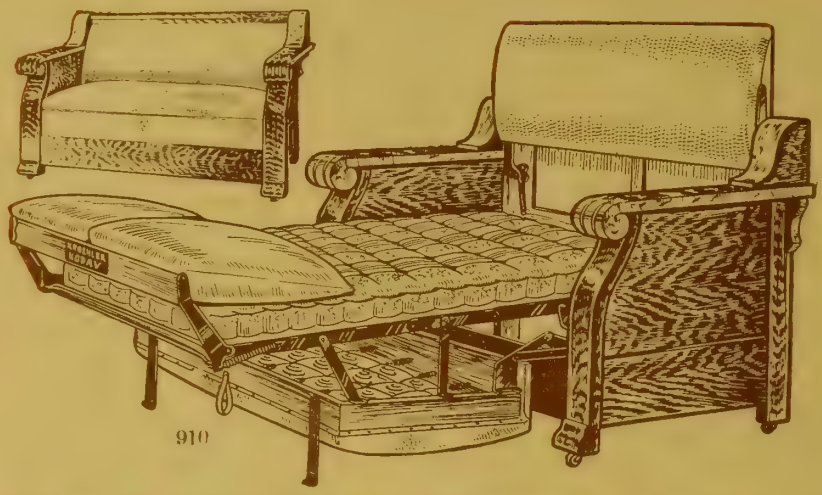
Buy Furniture from

STRATFORD
CANADA

MADE IN **STRATFORD** CANADA

THE "KROEHLER KODAV"

A Masterpiece in the Art of Folding Bed Construction.



Now that Christmas is drawing near furniture men should be preparing for the increase in business by placing quick selling lines on their floors.

There is no better gift for the housewife than a Kodav. Dealers should have one of these new beds on exhibit for the Christmas trade. We have chairs to match so that you can make up a living-room suite, featuring the "Kroehler Kodav"

The Kindel Bed Company, Limited, Stratford, Ontario

IMPERIAL RATTAN LINES

We are endeavoring to take care of business offered, but have been unable to make prompt shipments on account of war conditions. Dealers will have to anticipate their requirements by several months if trade conditions remain as at present. Materials are scarce and high priced, skilled labor is scarce, and there is no reason to expect a change until "Victory" is achieved on the field of battle, which, after all, is the only thing that concerns Canada at this moment.



Imperial Rattan Co., Limited - - Stratford, Ont.

MADE IN STRATFORD CANADA





Specialists

This is an age of specialists. Almost every profession and trade of to-day have their separate and distinct classes that make a life study of some one special line. In the manufacture of chairs *we* are specialists—one of the few that enjoy that distinction. We manufacture chairs for every room in the house, and give this line earnest study and constant thought. That is why we can meet your customers' most exacting demands.

CANADIAN MADE FOR CANADIAN TRADE

Brighten up your stock for Christmas showing. Write us for illustrations of our new and latest designs.

The Stratford Chair Co.
LIMITED

Stratford, Ontario

What Dealer Has Not Felt the Need of More Floor Space Without Detracting From the General Good Appearance of the Store?



With the Tilt-Top "Twin" Pedestal Tables this is possible.

Only the base determines the floor space needed. This is usually about 30x30 inches, where formerly the table top (42 inches to 60 inches, round or square) occupied that much floor space. This saving of floor space is a big item.

It enables you to place the tables now on your floor into 33⅓% less floor space. Or, it enables you to show six Tilting-Top "Twins" in exactly the floor space occupied by four Pedestal Tables of any other construction.

Besides, it makes an "out of the ordinary" table display one that attracts attention. Customers immediately see that you have the latest, and gives them a "hunch" that their table is out of date. It gives them a desire for a Tilt-Top "Twin" on account of its labor-saving conveniences in the home—easily dusted, easily moved from one room to another.



Chesley Furniture Co., Limited

Chesley - Ontario



No. 34½—Secretary—$14.25

THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO



160E—Bath Stool—$4.95



No. 322—Secretary—$18.00



No. 193—Footstool.
Leather—$5.10.

Gift Furniture

No furniture dealer should overlook the opportunity presented by the Christmas Season for increasing his sales.

See our catalogue No. 49 for complete showing of suitable goods.



No. 133—Footstool.
Genuine Spanish Leather.
$9.75.



No. 422
Record Cabinet—$18.75.



No. 204—Morris Chair.
Spanish Roan—$47.25. Genuine Spanish—$59.10.



No. 709EM
Medicine Cabinet with Mirror—$13.95.

DISCOUNT THESE PRICES 66-2/3 PER CENT.

WONDERFUL SELLERS

EMBOSSED - ANTIQUE - BURNISHED

MOULDINGS

THE BIG CANADIAN MOULDING HOUSE

MATTHEWS BROS., LIMITED

788 DUNDAS STREET TORONTO, CANADA



"CARRY ON!"

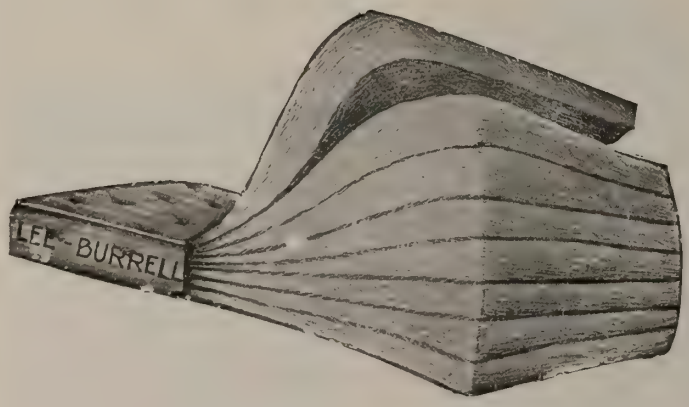
Busy? Of course you're busy! So are we, for that matter—but not too busy to fill your orders for

ELITE FOLDING TABLE

Now's the time to check up on your stock of folding tables. Evening entertainments are in full swing, and your customers need these handy little tables right NOW. Send us your order to-day.

HOURD & CO. LIMITED *Sole Licensees and Manufacturers* Dept. W. LONDON, ONTARIO

Mattresses That Measure Up to a Standard



Furniture dealers will have a line of mattresses that will sell themselves in the face of any competition, and we know, from the demand among progressive dealers that our lines have measured up to this standard.

Our mattresses combine every genuine advance along these lines, and will give splendid service to your customers.

One of the big problems of dealing with prospect-tive customers is being able to give service, and while you may extend it in the store, you have got to follow it up in the home.

Our mattress not only sell themselves in the face of competition, but they bring back the satisfied cus-tomers to your store by the service and satisfaction they give in the home.

Get in both ways on this line. A card will bring particulars.

THE STANDARD BEDDING COMPANY

27-29 Davies Avenue Sole Manufacturers and Distributors Toronto, Ontario

THE BIGGER AND BETTER

Meaford Line

Of To-day



MAKE IT MORE ATTRACTIVE THAN EVER FOR YOU TO SELECT YOUR XMAS GOODS FROM THIS SEASON

WE FORGE AHEAD BECAUSE WE ARE GIVING HONEST VALUE.

BUSINESS EQUAL TO THE RECORD YEAR, 1913.



The Line Comprises

Dining Room Suites
Wardrobes
Medicine Cabinets
Hall Racks
Mirrors
Desks
Bookcases
Library Tables
Centre Tables
and
Jardiniere Stands.



New Superintendent—Twenty-five years Grand Rapids Experience.

■

This opportunity of thanking you for your share of the increased business must not pass unnoticed We hope every order placed with us has been mutually profitable.

The Meaford Manufacturing Co.

MEAFORD, ONTARIO

DU PONT FABRIKOID
REG U S. PAT OFF

After many years of experience with all kinds of upholstery materials the celebrated house of S Karpen & Bros. writes as follows.

S. KARPEN & BROS.
Makers of
UPHOLSTERED FURNITURE
of All Kinds

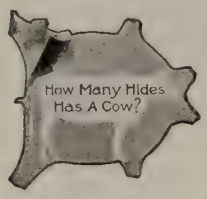
Chicago, August 6, 1917.

DU PONT FABRIKOID CO.
WILMINGTON, DEL.

Gentlemen:

In line with the established policy of the well-known House of Karpen, we use only the best grades of materials in the manufacture of our products, and on all grades of furniture on which Karpen Sterling Leather is not specified or used we prefer to use Craftsman Quality Fabrikoid rather than inferior split leather or substitutes for leather.

Yours truly,
S. KARPEN & BROS.



Ask for samples and prices

Du Pont Fabrikoid Co.
TORONTO, ONT.

The World's Largest Manufacturers of Leather Substitutes.

At all times it is essential for the salesman to know his goods, but when times are a little quiet it is doubly so, and anyone desirous of making a success as a salesman must first equip himself with a thorough knowledge of the line he is trying to sell.

Here is the book which you need to give you accurate, concise, and complete furniture information.

THE PRACTICAL BOOK OF PERIOD FURNITURE

By

Harold Donaldson Eberlein
and
Abbot McClure

With 250 illustrations that illustrate RIGHT FURNITURE

A special feature is an illustrative chronological key for the identification of Period Furniture. Octavo. Handsome decorated cloth, in a box—$6.00 net, postage extra.

This book will be welcomed by all those who wish to buy Right Furniture (Antique or Reproduced) for the Household, by all dealers in the same, and by all makers of Correct Reproductions. Whether you are a Salesman, Manufacturer, Dealer, Designer, or Connoisseur, you should buy this Handsome Practical Volume.

PRICE $6.10, Postage Paid

CANADIAN FURNITURE WORLD
and THE UNDERTAKER
32 COLBORNE ST., TORONTO

TRADE MARK

Leggett & Platt



She Doesn't Know It—

But that customer of yours wants a L. & P. Coil Spring RIGHT NOW.

She has a contraption on her bed that keeps the mattress off the floor. But it's a sleep-murdering, back-breaking thing to spend a third of a life time on. Her husband thinks he has "back trouble," but the truth is it's "spring trouble." But don't wait for her to ASK for an L. & P. Next time she comes in tell her how comfortable, how essentially healthful, how necessary to the well-being of the whole family is the gently yielding, body-fitting, noiseless Leggett & Platt Coil Spring. You'll make a sale, a profit and a friend. There is a big dormant demand for L. & P. springs in your town. Wake it up.

The Leggett & Platt Spring Bed Co., Limited

Windsor, Ont.

QUEEN ANNE DINING ROOM SUITE

IN AMERICAN WALNUT



No. 9700

OUR SPECIALTY

is comple'e suites in correct and exclusive "period" designs. Our lines containing splendid samples of chaste designs and superior workmanship. Write for prices.



Remember

our Permanent Wholesale Showrooms at

136-140 King St. East, Toronto

are open all the year around and afford the dealer with a prospective customer every opportunity to make a sale.

When in Toronto make our Showrooms your headquarters.

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WOODSTOCK
KITCHENER
WATERLOO
SEAFORTH

CANADA FURNITURE MANUFACTURERS LIMITED

GENERAL OFFICES : WOODSTOCK, ONT.

WHOLESALE SHOWROOMS : TORONTO WINNIPEG

FACTORIES :
WINGHAM
WALKERTON
WIARTON



G. L. IRISH

499 WEST QUEEN ST., TORONTO

Manufacturer, Importer and Wholesale Dealer in Picture Frames, Mirrors, Mouldings, Mat Board, Statuary, etc.

ALWAYS SOMETHING NEW

Dealers should write us for our big $50 assortment of framed pictures, including oil paintings, artotypes, photogravures, etchings, chromos, pastels.

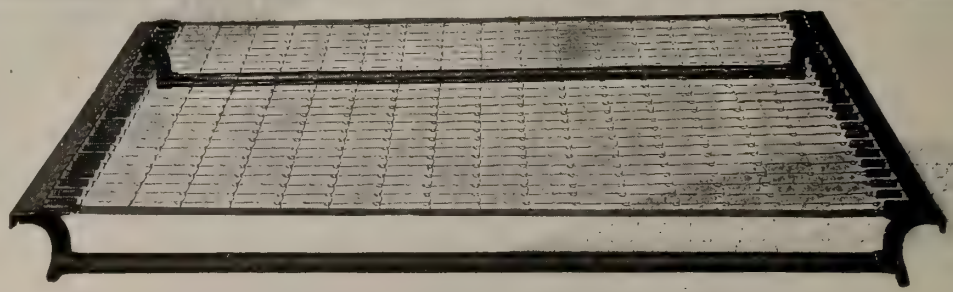
Our $50 assortment of statuary is making a big hit. The biggest assortment of ornamental, historical and classical statuary on the market for $50.

This picture, with glass, size 16 x 20 inches.
Assorted Frames and Assorted Patriotic Pictures, $12 per doz.

Royal Patent Twin Link Spring

IS THE BEST YOU CAN SELL OR RECOMMEND TO YOUR CUSTOMERS

guaranteed 10 years



unexcelled for quality

The most comfortable, noiseless, and lightest Bed Spring of this character ever devised.

Small mesh openings, longitudinal double wire links of just the proper size for flexibility, resilience, comfort and strength. There are no loose connecting links cross-wise to become displaced and noisy. The straight pull of the twin links on the helical springs means great comfort for both occupants of a double bed, as there can be no sagging whatever.

The Canadian Feather & Mattress Co., Limited ⚜ TORONTO OTTAWA

TRIANGULAR

The Last Word in Sofa Beds

Strength, Durability and Ease of Operation

DIVANETTES

Means Quality and Strength

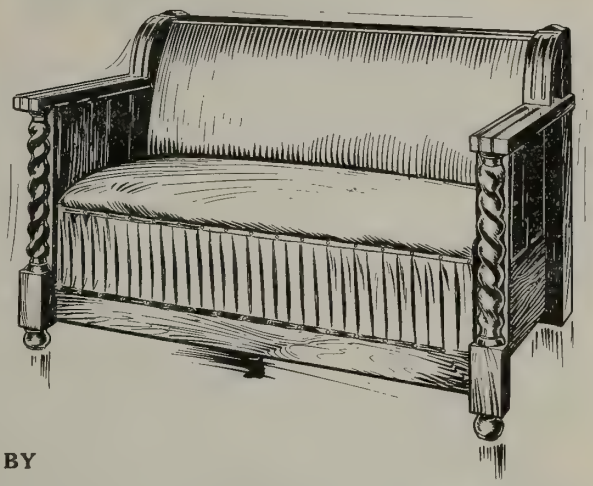
This Divanette is something new in this line of furniture and has made a popular appeal to all buyers.

Its outstanding features are:

1st—Triangular support on all frame work. 2nd—Separate bed spring and mattress. 3rd—Troubleproof in operating. 4th—Rigidity and firmness found in no other bed. 5th—One finger will open it.

Now is the time to show this feature line.

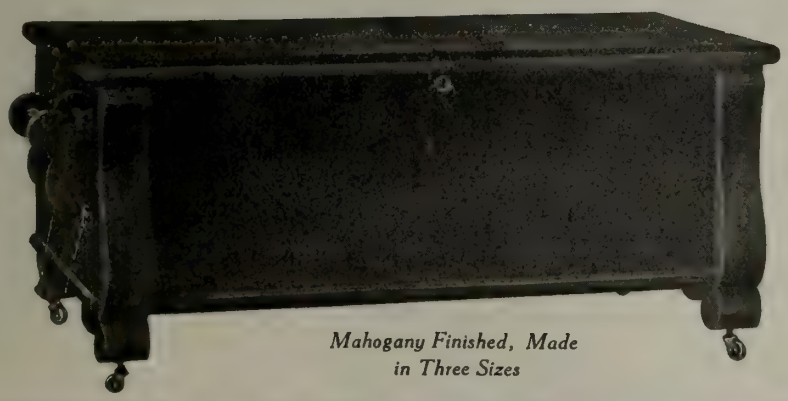
Your customers are looking for something suggestive of comfort for the coming winter, and you can satisfy their wants with this line, as well as make a nice profit for yourself.



MANUFACTURED BY

THE SANITARY BEDDING COMPANY, LIMITED

TORONTO - - - ONTARIO



Mahogany Finished, Made in Three Sizes

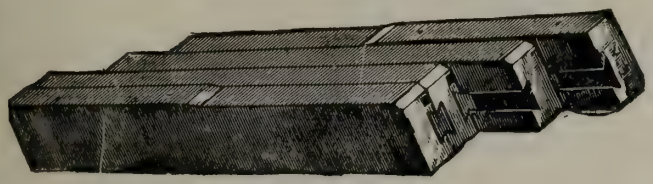
SHAFER CHESTS *for* XMAS GIFTS

This Shafer Chest is a live seller because it combines attractiveness, fashion and utility with moderate price. An appeal the modern woman can't resist. Send us a trial order for the holiday trade. Write for catalog.

D. L. SHAFER & COMPANY

ST. THOMAS ONTARIO

THE WABASH SLIDE



MADE BY

B. WALTER & CO., WABASH, IND.

The Largest EXCLUSIVE TABLE SLIDE Manufacturers in America.

SLIDE making a SPECIALTY BUSINESS

Because of our SPECIAL EQUIPMENT we can make SLIDES BETTER and CHEAPER than the furniture manufacturer who makes a dozen articles.

Many of THE BEST CANADIAN TABLE MAKERS are using WABASH SLIDES.

WHY ? Because we make a better slide at a lower cost.

DEALERS—INSIST on WABASH SLIDES

Your Business Prosperity is closely related to the Success of

Canada's Victory Loan

YOUR business prospers because your customers,—farmers, mechanics, clerks, workmen and others—have plenty of money to spend. They have plenty of money to spend because business has been good.

And business has been good largely because of the millions upon millions of dollars spent by Great Britain for Canada's natural, agricultural and manufactured products.

But Great Britain needs credit, if she is to continue spending money in Canada. Otherwise she will buy where credit is available.

Canada's Victory Bonds are being sold to the people of Canada in order that the credits Great Britain requires may be established.

This money, loaned by the people of Canada, and re-loaned by Canada to Great Britain, will find its way back to the people of Canada.

The relation between your business prosperity and the success of Canada's Victory Loan is, therefore, very close indeed. In fact, your business cannot continue to prosper as it has been prospering, unless the issue of Canada's Victory Bonds is a complete success.

Canada's Victory Bonds, moreover, are an exceptionally good investment. They earn a good rate of interest; the principal is secured by the signed pledge of Canada backed by all the resources of Canada. Any bank will lend money upon their security alone. And the Bonds can be sold at any time.

INVEST YOUR MONEY IN CANADA'S VICTORY BONDS

And take every opportunity to explain to your customers how necessary the success of Canada's Victory Loan is to their own, and their country's prosperity.

It is the part of wisdom to do so because of the reasons given. And it is a patriotic duty because Canada needs money so that she may continue to provide her fighting forces with food, clothing and munitions necessary to keep on fighting shoulder to shoulder with Great Britain and the Allies until victorious peace is achieved.

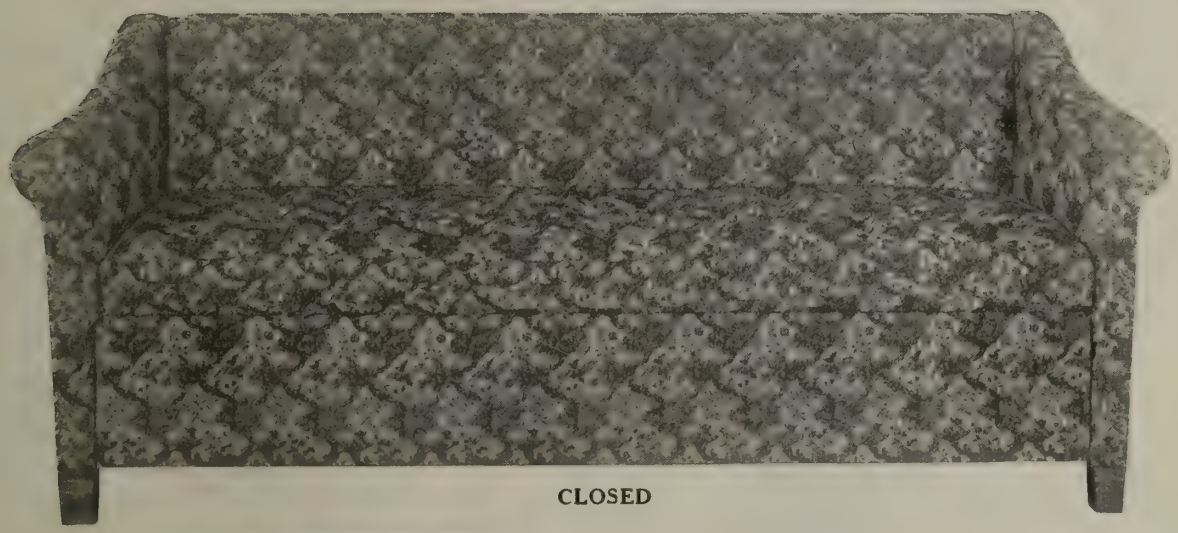
Your Banker will help you to BUY CANADA'S VICTORY BONDS to the fullest possible extent.

Issued by Canada's Victory Loan Committee
in co-operation with the Minister of Finance
of the Dominion of Canada.

52

THE GOLD MEDAL LINE *of* UPHOLSTERED FURNITURE

Our Newest Design low priced Davenport No. 783, with steel extension Couch and Felt Cushion Pillow Spring Back.



CLOSED



OPEN

NOW READY FOR SHIPMENT IN TAPESTRY, DENIM, CRETONNE, or IMITATION LEATHER.

WE RESPECTFULLY CALL THE ATTENTION OF DEALERS TO OUR REVISED PRICE LIST OF FURNITURE AND BEDDING, EFFECTIVE OCTOBER 1st. WRITE US FOR COPY IF YOU HAVE NOT RECEIVED ONE BY MAIL.

The Gold Medal Furniture Mfg. Company, Limited

TORONTO, UXBRIDGE, MONTREAL, and WINNIPEG.



Riccardo Stracciari as "Figaro"

Another Triumph for Columbia Records

Riccardo Stracciari, the great Italian baritone, makes records exclusively for Columbia.

In line with the Columbia policy to always give you the best, we have secured the services of Riccardo Stracciari, the great Italian baritone, who will sing exclusively for Columbia.

Stracciari has sung in the great operatic centres throughout the world; at La Scala in Milan, at the opera houses of Moscow, Petrograd, Havana and Buenos Ayres—and this season will appear with the Chicago Opera Company in Chicago and New York.

Stracciari's superb voice, so wonderfully deep and powerful, is perfectly reproduced in the records he has made for the Columbia.

This acquisition of one of the world's greatest baritones is just another step toward that goal of ideal co-operation between the dealer and the public which is the constant aim of Columbia.

Columbia Records are easier to sell because they are the records the public wants.

Columbia Graphophone Company

Factory and Headquarters

Toronto, - Canada

Columbia Records TRADE MARK Grafonola

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM. J. BRYANS
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EDITORS

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Practical Suggestions for Going After Xmas Trade

A few ideas that can be utilized to advantage by the furniture dealer in his Xmas campaign.

THE featuring of small pieces of furniture for Christmas gifts in a department especially set aside for them is an idea that every furniture store should make use of. Such an arrangement is of great convenience to customers looking for holiday gifts, as it allows of a ready selection without journeying throughout the store to find what they want. It accordingly saves a good deal of the time of clerks in serving customers during the rush season.

When the stock of the gift section has been selected, advertise the opportunity offered the gift-seeker in the convenient as well as the practical solution of the Yuletide problem. Establish your gift stock as a store within a store and give it the proper setting and atmosphere.

An Unusual Xmas Furniture Window

An unusual window trim was arranged last year by a furniture store. It showed the Nativity scene, with its stable, scenery of the town of Bethlehem and the sloping hillside pastures, where the shepherds were "tending their flocks." The groupings of Mary and Joseph, the three wise men and the shepherd boy, about the manger where lay the Christ Child, offered a simple but beautiful illustration of the Bible story. With its brilliant coloring, electric lighting and effective arrangement, it gave a lasting impression of the true Christmas spirit.

It took considerable trouble to stage this setting, and the average dealer would not be able to attempt anything so elaborate. There is no reason however, why the idea should not be worked out to good advantage.

Feature Pictures as Xmas Gifts

The advent of the Christmas season should be the sign for the furniture dealer to swing his picture department into prominence, for the last two months of the year are the best of the twelve for this line. A good picture is always acceptable as a Christmas gift, and the furniture dealer who stocks pictures to any extent whatever, should take advantage of the Christmas season for augmenting his sales. They should be well arranged in the interior, and also given prominence in the window. If your stock is large enough it will be found good business to devote an entire window to the line previous to Xmas.

The store should have a representative selection to choose from, so as to impress customers with the fact that pictures form a regular department, and not merely a holiday sideline.

Attention to Holiday Lighting

Plenty of light is a good trade attractor. So much so that the business men in certain centres find it profitable to arrange for special street lighting during the Christmas season in order to draw the crowds to their street.

In the same way it is desirable that the store itself be well lighted. The illumination in many stores during the Christmas season is bad. This is a mistake. If necessary, more lights should be added or at least, good bulbs should be installed, so as to brighten up the store.

Short Holiday Selling Ideas

One dealer last year in giving a variety of suggestions in his ad. arranged the works in the shape of a Xmas tree.

A Toronto dealer sent out a typewritten circular letter, calling attention to the appropriateness of a kitchen cabinet for "Mother."

Special window backgrounds and settings can frequently be arranged in advance so as to save time in changing displays at a season when it is desirable to keep the window working full time.

A mirror can be arranged on the window floor to represent ice in a winter scene. Cotton batting will do for snow.

A Santa Claus makes a good feature for a toy display.



The store should be given a festive appearance during the holiday selling season. Here is a suggested arrangement.

Suggestions for Promoting Sale of Christmas Goods

Ideas that the furniture dealer may use to speed up sales in the Xmas campaign.

IT is the constant reminder that impresses a thing on a person's mind. Realizing this, one dealer prepares a Christmassy card early in November, pointing out that his store is the headquarters for the best in Xmas gifts. These are enclosed in all outgoing packages and serve to drive home strongly to customers that a feature is being made of gifts by the store.

AIRSHIP AS FEATURE OF GIFT WINDOW

Now that aeroplanes are so prominent in the public mind, why not have a representation of one as a central feature for a Christmas window, showing Santa Claus using one as a means of carrying suitable Xmas gifts?

The bottom of the window could be made to represent the roof of a house with a chimney in the centre. White cotton can be used to represent snow. The moon and stars might be represented by yellow cheesecloth, cut out and pasted on the background.

STUDY COLOR EFFECTS IN WINDOW TRIMMING

In order to make your window displays effective you must study color effects. A harmonious window will attract unconsciously, while one in which the colors are badly and untastily mixed will repel—unconsciously, too, quite frequently. Also, you must be careful to use light colored things as much as possible and avoid dark, solid masses. A window trimmed entirely in black is nothing more nor less than a mirror. The glass against the dark makes a good reflector, but a poor display. Where black or dark things are to be used, a light background should by all means be employed.

DON'T NEGLECT STAPLES

In the rush of Christmas business and the special lines that it brings into demand do not neglect the staple lines. The aim should be not to have Xmas business take the place of regular trade, but merely be a supplement to it. By all means go after Xmas business for all you are worth, but remember there is a demand for staples at this season just as well as any other time. Go after both regular and special business.

MAKE A NOISE

I recall when the United Cigar Stores were first started by Mr. Whelan. He told me he had been advertising, but without any results. I said to him:

"You advertise as my cat walks into the room. If I don't see her by accident I don't know she's there.

"You advertise as if you went to the cigar counter in a hotel and told the girl you were selling cigars and asked how much the hotel would charge you to whisper the fact. She told you a whisper would cost you $5, and then you asked her how much for a yell. When she told you $50, you handed over $5 and said you'd take one whisper.

"You whispered, but nobody heard you, and you left the hotel imagining that you had saved $45, when you had really thrown away $5."

No matter what you say with the written or spoken word, you must say it as if it had never been said before. I'd be ashamed to write an advertisement that was not looked at by every reader the paper had. You must write an advertisement so that people will see, will read, will understand and will believe.—Arthur Brisbane.

A CHRISTMAS DISPLAY SUGGESTION

A platform for the display of Christmas goods may be in an open space on the floor or in a window. The best method is to build three platforms out of inch lumber and build them up in a sort of pyramid as shown in the accompanying illustration. These should be perfectly rigid.

The first platform should be about 24 inches, the second about 18 inches and the third about 15 inches. All three should be covered with red cambric.



Interior platform for displaying small Xmas goods. Its construction is described in accompanying article.

On the top build a framework in the shape of a chimney and cover with brick crepe paper, or mark bricks on the red cambric with white chalk.

Coming out at the top put a Santa Claus figure. A Santa suit can be stuffed out for the body, mittens for the hands and a Santa mask and cap stuffed out for the head. If you can borrow an old wax head to use the mask on you can get a better effect.



Back Xmas Windows Up by Good Interior Display

DURING the Christmas sales campaignthe windows should be worked to the limit in a grand effort to establish a new sales record for the festive season. It is a good plan to prepare a schedule of window displays for the season and make preparations in advance for turning out displays that will really attract attention.

Windows should also be backed up by good interior arrangement. Beautify your store and give it the Christmas air in every way possible. Make use of flowers and foliage decorations to give an attractive appearance to the store. Study the arrangement of stock so as to appeal to the eye, and use plenty of show cards to interest customers in lines on display.



Use Advertising Liberally in Christmas Drive

Advertising allows the dealer to reach out for trade—Some suggestions as to ways and means.

ONE of the most effective means of securing the best results from the Christmas campaign is by a liberal use of advertising. Attractive display in store and window coupled with good salesmanship may get the trade of those who visit your store, but advertising allows you to reach out and gather in the patronage of a larger circle. It also brings suggestions to customers in the quiet of their own home, where many important decisions regarding Xmas purchases are made. In addition, advertising spreads the Christmas spirit which is quite an important factor.

Kind of Copy Important

Retail advertising ranges the highest both in quantity and quality during the campaign for Christmas business. Every retailer realizes that there is business to be had at this time and that it is incumbent upon him to make a strong bid for it. One of the things that we wish to impress upon the dealer is that the mere use of larger space is not going to produce big results. He must put selling copy into the larger space used.

Time and attention should be given to the preparation of copy. The plan used by one dealer last year of preparing the major portion of his Xmas campaign copy in advance, is one to be commended. When the big selling season arrives the dealer has so many things to look after that it is difficult in the rush of business to settle down to writing good copy. This difficulty is overcome to a large extent by preparing copy in advance. Of course there will be some details that cannot be put in until just before the ad. is used, but such minor matters are easily looked after once the general scheme of the ad. has been arranged.

For the dealer in the smaller cities and towns, the local paper is one of the best mediums that can be used. The merchant in the larger centre, without he has an extensive business, will find the use of circulars or letters to be sent only to prospective purchasers, preferable. An attractive letter might be gotten up with some appropriate decorations in red and green. It might be made to read something along the line of the following letter, taken from an exchange:

"DO YOUR CHRISTMAS SHOPPING EARLY

Dear Madam: Now that the Christmas season is here again you will, no doubt, be looking for appropriate gifts for members of your family and friends. We cordially invite you to call at our store and inspect the many useful and beautiful articles that we have grouped together for the convenience of our customers' selection.

You can shop at our store in comfort, free from the crowds and turmoil of the big stores. We believe



Group of Christmas advertisements of Canadian dealers that will offer suggestions to the reader.

you will be better able to find here just what you want. A visit of inspection places you under no obligation.

Trusting that we may have the pleasure of serving you, and thanking you for past custom, we are,

Yours for a Merry Christmas,

The Up-to-Date Store.

If we are to ask people to "Do their Christmas shopping early" it will be necessary for the dealer to be up and doing that he may be prepared for it. It is absolutely necessary that the store should make an effort to secure its share of Christmas trade, otherwise—it will be only a period of stagnation for you while other dealers are reaping the harvest.

PLANS FOR THE ADVERTISING CAMPAIGN

As a campaign cannot be carried on successfully without the aid of advertising, it is advisable that plans should be made for carrying this out in the most effective manner possible. Advertising to be effective demands time and attention. It does not require great skill to write an effective advertisement. All that the dealer has to bear in mind is that he should put on paper, in as brief and concise a way as possible, the particular selling points about the goods he is advertising. If he turns over in his mind what he would say to a customer were he talking to him face to face he would soon be able to determine what he should say in his announcement. Give particular attention to the first lines. The very first line is intended to arrest and hold the attention of the reader. Consequently it should deal specifically with the subject in hand. It is inadvisable as a rule to put the name of the advertiser both at top and bottom of the advertisement. Not only is it waste of space, but it impairs the effectiveness of the advertisement.

WHEN TO STOP ADVERTISING

Will a merchant who is wise
Ever cease to advertise?
Yes—when the trees grow upside down;
When the beggar wears a crown;
When ice forms on the sun;
When the sparrow weighs a ton;
When gold dollars get too cheap;
When women secrets keep;
When a fish forgets to swim;
When Satan sings a hymn;
When girls go back on gum;
When the small boy hates a drum;
When no politician schemes;
When mince pie makes pleasant dreams,
When it's fun to break a tooth;
When all lawyers tell the truth;
When the drummer has no brass—
When these things all come to pass,
Then the man that's wise
Will neglect to advertise.

The Lady (engaging a new maid)—And, of course, I expect you to be very discreet.

The Maid (eagerly)—Yes, mum, certainly, mum. And will there be much to be discreet about, mum?



A GOOD introductory ad. to the Christmas campaign used to good advantage by a Toronto firm. Dealers would do well to get customers to do as much of their Xmas shopping in advance as possible. Customers have then an opportunity for better selecting of gifts, and by getting a good deal of Xmas shopping over early, the dealer is in a better position to cope with the rush of the last week or so.

Some Pertinent Views on Advertising for Retailers

An educational force —Advertising as news —Some pointers — Plans for a campaign.

ADVERTISING is art, science and education combined. It is a profession yet in its dawn. No one man can claim to be it, to know it all, or to be able to tell what kind of publicity will result in the success of the products exploited.

Good advertising is anything that causes people to know, to remember, to act. Advertising is a great deal like fishing, you angle for business. If your bait is good and you put your hook into the right pool you will get bites. When you have an inquiry, if you handle it right, you will get a sale.

The first requisition to successful advertising is a meritorious article; second, confidence in its merit; and third, enthusiasm. Advertising must be persistent —spasmodic advertising never pays, it is too soon forgotten. An effective form of advertising is the praise of customers. Make your customers satisfied and feel that your interest in them does not end when they have bought your goods, and you have one of the best forms of advertising in existence.

Advertising is becoming a great educational force. The people are educated to call by name for almost all of the articles they now purchase to eat, to wear, or to use. It is a reasonable prophecy that in ten years it will be almost impossible for the dealer to sell unknown, unnamed and unadvertised goods.

When the consumer sees a certain brand of goods and these goods give satisfaction, he invariably wants more of the same kind and it is an easy matter for him to secure the goods if the article is trade-marked, and he can call for it by name; and the customer who buys goods by name is the best customer for the dealer, because when he comes to the store, he knows exactly what he wants, calls for it by name, and it is necessary only for the dealer to deliver the article asked for. It is possible for the dealer to transact twice the volume of business in the same period of time with customers who are educated by advertising and do their buying this way.

ADVERTISING AS NEWS

The great progress which has been made in the science of advertising within the past twenty years is nowhere more convincingly evidenced than in the advertising pages of almost any popular magazine, which are fully as interesting to the average reader as the reading pages.

Yet they can never be as interesting as the advertisements in a good trade paper, for there are many advertisements in a popular magazine which are not of interest to every reader, while in the trade paper there is not one which does not directly concern the reader in his business and which does not offer him something which will either bring him more business or enable him to take care of what business he already has with greater economy, less work and trouble, or increased profit. Instead of saying to the reader: "Buy my wares," as the advertisements in the popular magazine do, the advertisements in the trade papers say: "Let me show you how I can help you in your business."

This could not be true were it not for the fact that wholesalers and manufacturers have learned to make their advertising interesting, to put real news into it.

A COMFY CHAIR IS A PERSONAL GIFT

YOU desire to be personal in your gift-making—your more important Christmas thought? Then choose a Chair, from among the many at Holland's—they are as comfy as they are beautiful.

Choose from the assortment that we have gathered together specially with Christmas in view—every chair an exemplification of the furniture maker's craft at its best.

Perhaps you would be even more pretentious in your gift? Then a Chesterfield—the very "making" of a cosy, comfortable room—and more than for the comfort of it alone—select in this too, the artistic, the beautiful. And where will you find it but at Holland's?

—G. A. Holland & Son Co., Montreal.

TREAT HOME LIKE A REAL BEING THIS CHRISTMAS

FURNITURE is animate—it likes to be placed where it is wanted first and where it is needed afterward. You can almost feel the "smile" of the old home if you dress it up a bit this Christmas. Try a new dining suite; make a library out of what is now the sitting room; equip a den, using the little spare bed room. Talk it over with mother and the girls—there's lots of fun in planning—there's double pay in possession.

FACING THE GIFT QUESTION

WE will all be happier Christmas Day if the presents that are to be bought are selected early, and set aside awaiting the festal morn. The Adams Store is fully ready to help you to an early solution of the gift question. We have assembled thousands of things givable, that can be bought at moderate prices. One does not need to be extravagant if one wants to be economical. Some splendid chances to practice economy are offered.

—Adams Furniture Co., Toronto.

LET'S MAKE THE OLD FOLKS COMFORTABLE AT YULETIDE

WHAT a surprise Grandma should have when our big wagon rolls up to her door Christmas Eve. And when the covering is turned back and a big, deep cushioned rocker is revealed, how happy she will be. She's getting old and feeble, but she will be at ease and happy in a big arm chair. Chairs for Grandfather, too—a gift that will brighten the light of waning days.

WHO SAYS THERE IS NO SANTA CLAUS?

DARE any one make so bold and false a statement? **Of course there's a Santa Claus.** To all of us he may not be the jolly saint with a round pink face and patriarchal beard who merrily drives his reindeer over the housetops and climbs down the chimney of every house in the whole wide world. But just the same we are all counting on him—on the wonderful, mysterious packages that he will send to us on this eventful Christmas eve.

But we must "talk of other things." The days are quickly passing. Are you ready? Have you done your buying yet? And don't forget that the slogan of these troublous times is "Buy gifts that last"—and can you imagine anything that will give more pleasure than a nice gift from this quality furniture gift store?

—A. M. Souter & Co., Hamilton.

WHY NOT A KITCHEN CABINET AS A XMAS GIFT?

THIS Christmas will be a Christmas of practical giving, and what gift is more practical than a kitchen cabinet? Consolidate your family funds and buy Mother a gift that she will be thankful for every day of her life. A gift that will save her miles of weary steps.

—Veale Bros., St. Catharines.

Samples of introductions to Christmas advertisements.

In place of the old style "business card," which was once considered all that was necessary, wholesalers and manufacturers now offer to retailers new and attractive merchandise and remind them of what they ought to be thinking about buying in order to be prepared for coming demand. There is real profit in dollars and cents for the retailer in the advertisements in the modern paper.

There is a lesson for the retailer in them, too. If wholesalers and manufacturers have found it profitable to make their advertisements of real, practical value to retailers, why should not the retailer put as much care and thought and expense into his advertising and make it as newsy and interesting and profitable? What sort of an advertisement appeals to you as a retailer most strongly, one that is full of ornate verbal extravagances or one which tells you in a simple, sincere way of something which means profit for you? The customer is impressed in exactly the same way by retail advertising. Tell your readers something interesting, offer them something that means actual profit for them, and your advertisement will be interesting, and will if your story is told in a way that is simple and sincere carry conviction with it.

SOME ADVERTISING POINTERS

Knocking a competitor is poor advertising for the knocker. More than likely it benefits the knockee, for there are not a few people who resent anything of that kind and hasten to the support of the party that is attacked. Knocking is time and energy wasted that ought to be devoted to the legitimate business of pushing one's own goods. Tell of the virtues of your goods and not of the faults of your competitor's.

It is a fact that people are more active both physically and mentally, in summer time than in winter. Consequently they are more open to advertising suggestions, and this accounts for the vast amount of profitable open-air advertising that is done in the summer time. The fact that summer is the vacation season interferes with business, but should not interfere with advertising, which, to secure the best results, should claim all seasons for its own.

Most advertisers seem to have the idea that the only way they can get more business is to get it away from competitors, says the Mail Order Journal. Many seem to have the impression, in fact, that there would be no advertising but for competition. It cannot be denied that competition makes it necessary for many to advertise, if only for self-preservation. But remove competition entirely and advertising would still be an essential force in "creating the demand," not alone for new articles, but for many of which there is a plenty. The Business Philosopher comments as follows upon the subject: "The average advertiser seems to work on the theory that the maximum consumption of the product which he has for sale has already been attained, and that the only way he can get more business is by taking it away from his competitor." The proper function of advertising, on the contrary, is to create new demand.

KEEP ON TALKING

One step won't take you very far—
You've got to keep on walking.
One word won't tell folks who you are—
You've got to keep on talking.

One inch won't make you very tall—
You've got to keep on growing.
One little ad. won't do it all—
You've got to keep them going.

—Allen's Magazine.

"I am looking for the store where there is less talk of service waiting and more proof of service rendered. I shall be able to recognize that store without difficulty, for its advertising will be truthful, its windows attractive and its merchandise of obviously superior standards. And when I have found it, I shall not hesitate because of the prices I am asked to pay. For the record of service performed is the best proof of its own equable value."—Many a Customer.



A well-arranged gift-section featuring lines suitable for Christmas giving.

Gift Plan that Sold Stoves and Doubled Furniture Sales

Brought 4,000 people into store—Demonstration idea helped sales—Five-day campaign that paid.

BELIEVING that one of the best means of increasing stove sales is by adopting, in whole or in part, methods or plans that have proved successful elsewhere, we give below a description of a scheme put into play a year ago that brought over four thousand people intoa furniture store located in a small town across the line.

The campaign was planned to cover six days, and primarily was intended to get people into the store. When the possible customer entered the store it was up to the sales staff to do the rest. The campaign was opened with a half page ad. in the local paper one week before the demonstration began. In that advertisement was the cut of a range, and accompanying it was the offer:

> "Free. This handsome range given to the person who sends the greatest number of his or her friends to our store during our cooking demonstration, October 24 to 29."

Then followed the rules governing the contest, which were as follows:

"We have had printed a number of postcard invitations to our cooking demonstration. You can come any time, and mail as many of these cards as you have friends, signing your name to each card you mail, but sending only one card to each friend.

"Your friends must bring in these cards when they come to the demonstration. We will keep the cards so returned and when the exhibit is over we will award the range to the person whose name appears on the greatest number of these returned cards—in other words, the person who has sent us the greatest number of visitors.

"All cards must be brought to our store in person by the friends to whom you mail them. We cannot count cards that are sent in by messenger or mail. No cards will be given to children.

"If you will get busy at once and make up a list of your friends, mailing each of them one of these cards and insisting upon their returning them to our store, you can, with very little effort, win this handsome range. Isn't it worth trying for?

"Remember, the more cards you mail the better your chance to win. We will supply you with cards as often as you need them, up until the last day of the demonstration. Come in as often as you like and get a fresh supply of cards."

The company then ordered several thousand postal cards, upon which was printed their invitation. After the scheme had been running two days, they found that the demand for the cards was going far beyond anything they had expected, and they had the next lot of invitations printed on plain cardboard, in the form of a post card. Their reason for changing was to avoid the expense of the regular one cent postal, as they discovered that by far the greater number of the invitations were being delivered by hand, so that the contestants could personally urge upon the person asked to call at the store the necessity of taking it there in person.

The half-page announcement was followed with a ten-inch advertisement, every day up to the opening of the demonstration, and several "last call" cards were used while the scheme was running. This was to keep the contestants working and hold the public interest up to the top notch.

Altogether they put out nearly 10,000 of the invitation cards, nearly one-half of which were returned to the store. To be exact, 4,464 persons carried the cards into the store between Monday morning, October 24th, and Saturday night, October 29th.

The cooking demonstration was in the hands of a clever salesman, and he made the most of his opportunities. But at times the crowd was too much for one man to handle, and the proprietors are now of the opinion that many more sales could have been made had there been two men on the floor.

There was a fine window display during the week, and a special sign put upon the outside of the store. Coffee and biscuits were served free.

What Did It Cost?

The total cost of the newspaper advertising, circulars and invitation cards was something less than $100. The scheme sold twenty ranges in the week and increased the cash sales in the store by one hundred per cent. for the six days. The proprietors have a right to feel that it was a great success.

This says nothing of the buying that came later from this advertising, and from the calls of over four thousand people in the store.

The committee of three appointed to count the cards took a whole day for the work. The winner was a woman who had 1,404 callers to her credit. The next had 1,230, the third 604, and so all the way down to the lowest which was 28.

Some Lessons Taught

Said H. F. Eldridge, who originated the scheme, and had its advertising in charge: "If I wished to try it again, there would be several minor points that could be improved upon. We found that one lady had agreed to sign cards with her name, but in reality she had a whole church at work for her, and the range was to go to the church if she won it. News of this leaked out in some way, and some of the contestants stopped working, as thy felt that they would have no chance against an organization of this kind. In any future contest I would bar anything but individual contestants.

"Another weak point was in the fact that we neglected to state in our advertisements that only one card would be accepted from each visitor, and we had to explain this to those who tried to vote for more than one contestant. Later, we made the visitors put their names on the address side of the postal before they put it in the ballot box. In counting the votes we had to throw out quite a number that had been cast by the same person. This last point is but a minor one, however, as some dealers would be glad to have visitors call and vote as many times as they liked, but of course this would take more postals, as one person might vote any number of times and for each contestant."

Canadian Furniture World

TORONTO NOVEMBER 1917 CANADA

Get After Xmas Trade

It is time now for the dealer to launch his Christmas campaign. Prospects for trade are good this year, and a little energy in all the sales-creating departments should bring excellent results. It is good business to get off to an early start.

It will be well to put in a few window displays of suitable lines right away, and also use some newspaper space to direct attention to special lines. This should be followed up by a good, strong campaign on ordinary gift lines.

* * *

War-Time Business

Necessity is frequently the mother of efficiency—for instance, consider the more efficient systems that have been installed in many retail stores during the past couple of years—and of necessity. Owing to the scarcity of help, retailers have found it necessary to put their business on a more systematic basis and install such equipment as allows work to be done speedily and accurately even with depleted staffs.

The account register and cash register have been very helpful to many dealers. The account register, for instance, eliminates book-keeping in connection with customers' accounts, as accounts are kept continually posted to date, and with only one writing, and that the writing of the sales check given the customer when each purchase is made.

Then again, the cash register allows the dealer to secure accurate information regarding his business without giving too much of his own time to the compiling of records. It helps clerks to do their work quickly, accurately, and well, keeps them from temptation, and allows the dealer to check them up against possible error or theft.

And so it is all along the line. Merchants who are handicapped by lack of help will find that up-to-date equipment will assist materially in the conduct of business and will also put the business on a more systematic and efficient basis.

* * *

Special Attractions for Farmers

As the season approaches when the crops are being turned into cash the time is particularly appropriate for the dealer to prepare his plans for the carrying out of a series of special sales designed to attract the farmer and his family to his store.

In towns where there are certain specified market days, the natural thing of course would be to select them as the days on which to hold the special sales. Saturdays, whether market days or not, would also be appropriate.

The most difficult matter, however, for consideration is not the day or days for the special sales, for the custom of the locality practically settles that. That which requires the most thought and attention is the methods to be employed in attracting customers to the store.

Naturally, the more original the methods the better will be the results, provided of course the methods employed are based on sound business principles.

As furniture dealers rank high for business intelligence it may be taken for granted that where thought is given to the subject of special sales for farmers, original and business-getting ideas of value will be developed in the preparation of advertising copy, the displaying of windows and the selection of appropriate merchandising lines.

* * *

Regard Work As a Game

If clerks could only be got to regard their work as a game, and themselves as players working together to secure the best results, it would be an accomplishment of great value.

It is a peculiar thing that in a game of baseball or football, all the members of the team give their best for a common end, always ready to undertake the hardest of work, willing to applaud a brother player for a good piece of work or assist him in making his work count. Yet this spirit frequently does not prevail in business. Clerks are often working at cross-purposes and are not enthused by one another's individual success in their work although all are supposed to be working together for the welfare of the concern.

The proprietor who can develop the "game" spirit among the clerks in his store has accomplished something of value. It is certainly worth working for. Taking the staff into his confidence, getting them interested in the store and its progress, developing friendly rivalry in the matter of sales-making between clerks and leading things himself in the enthusiastic and co-operative manner used by a football captain, will do much towards this end.

* * *

The Mail Order House

Is the hog in the business world.
Would drive local merchants out of business if it could.
Employs cheap labor.
Uses bargain "ads." to get customers into the store, but sells ordinarily at prices any merchant can equal.
Builds up big cities at the expense of the small cities, towns and villages.
Hence it is an institution not advantageous to the country.
Is the chief support of metropolitan dailies—hence is in more ways than one, the power behind them.
Hence, the metropolitan daily paper is to-day the bitter competitor, if not the definite enemy, of the small city daily and of all rural weeklies.
The local merchant's interests lie with the home papers and his trade paper—not with the big daily and their mail order friends.

D. O. M.

Credit Business Like a Toy Balloon

The big trouble with the credit business as conducted by the average dealer, is that he tries to stretch it too far. He doesn't realize that he is overdoing it, until, like a toy balloon in the hands of a youngster, it finally reaches its point of endurance and goes ker-bang, giving him a wallop in the eye and then crumbling up like a German dirigible that has wandered within range of the Allies' guns.

It is a wise kid who knows when he has stretched his toy balloon to the limit. When he sees the thing that he has invested his money in, fade away into a useless piece of rubber, he wishes he had been wise in time. And so it is with the retailer who overtaxes his credit-giving limit by allowing customers to over-inflate their accounts with him.

The credit business is all right providing it is not allowed to spread out too much, like a fat man in a lawn swing. The man who is insulted when he is presented with a bill that has been in existence since the last Federal elections is a trial and tribulation to the timid storekeeper, but his money is worth more, at such a stage of the game, than his friendship and long-term credit business. If merchants were more careful about long-term credits and unreliable accounts, more of them would be riding around in their own gas-wagons and spending week-ends at the summer resorts, instead of walking home to save car fare and sitting up nights wondering if the sheriff will be sitting on the doorstep when they get down in the morning.

* * *

Saving Waste Paper

There are good reasons why the dealer should save and bale his waste paper. Waste paper today is bringing quite a high price and an investment in a baler will be found profitable. A baler also saves trouble in getting rid of waste paper and also removes a dangerous fire element.

A Toronto dealer with not a very large store is well pleased with the purchase of a waste paper baler. He bought his last January, paying $16 for it. He has already received over $12 for waste paper sold, and in addition, he finds it helpful in keeping the store premises clean.

Then, the saving of waste paper is important in the fact that it assists in the conservation of paper stock. The amount of paper that is burnt annually by the retail merchants of Canada is a shameful waste of huge proportions.

CANADA'S "VICTORY" WAR LOAN

Every reader of this paper owes it to the Allies, to Canada, and to himself, to make the Fourth Domestic War Loan a success.

He owes it to the Allies, for success in this war demands that every country engaged contribute in men, in munitions, in foodstuffs and in financing to the maximum of its power.

He owes it to Canada because the good name of the Dominion is at stake. Until now Canada has done wonders, far beyond what was thought possible: in the number of men sent overseas; in the extent to which she has made munitions; and in the degree to which she has financed herself through this trying period. If Canada is to continue making munitions as she has been doing; if she is going to make conscription effective and keep an adequate number of men engaged in France, this loan must be made a success.

He owes it to himself as a business man because it will mean a continuance of the agricultural and industrial activity that has existed for many months, which has meant prosperity in the country and better business for all retailers, wholesalers and manufacturers.

How can the average business man help to make this loan a success?

First, by buying the bonds as freely as he can.

Second, by influencing his customers to do so.

Remember, this loan will yield practically as much in interest as he can get with any safe investment—and all the taxable wealth of Canada stands as security behind the loan. In case of sudden need the bonds can be sold, or may be deposited in the bank as security for a loan.

Your plain duty lies before you.

TALK VICTORY LOAN"

The average retailer is on such terms of intimacy with his customers—or a large number of them—that he can without giving offence, say to any of them:

"Well, Mrs. Smith, I trust you are buying some of the Victory Loan bonds?" or

"Have you bought your Victory Loan bonds yet, Mrs. Jones?"

To do this the retailer should understand the loan—should know why it is being asked for; why it is needed; what the rate of interest is to be. Therefore, between now and the time the loan is issued, every retailer should make a study of the issue; should read carefully the advertisements announcing it, and be in a position to answer questions concerning it.

A "WINDOW" SALE

A medium sized departmental store has a good deal of success with a "Window Sale" which it has been conducting once a month. They advertise it in the local paper but do not advertise any prices in the paper, although price tickets are placed on the goods in the window. The idea is to get people to give attention to their windows and to visit the store. Each window is numbered, and in advertising the goods in the paper, the number of the window in which they will be found is given. The goods are placed in the window two days before the sale, the first day without the price and the day before with the price. Good values are given in these sales.

SEND US A PHOTOGRAPH OF YOUR XMAS DISPLAY

WHILE the trimmer begins to feature Christmas goods in the window a considerable time before the occasion arrives, there are always one or more "extra special" displays which are given more than ordinary study and attention. These are the trimmer's masterpieces, as it were, and are worthy of preservation by means of a photograph. It is certainly inspiring as well as helpful to have photographs of them to look back upon in other years.

When you have photographs taken of such displays do not forget to send them along to us for reproduction. We will appreciate them and so will your brother dealers and clerks all over Canada.

So when you have one of your special Christmas windows in shape, have it photographed and send it along to the editor of your trade journal, with a short description.

Address The Editor, The Furniture World, 32 Colborne St., Toronto.

Globe-Wernicke Sectional Bookcases



Fireside hours will soon be with us

Are you awake to the important fact that with the coming of the long winter evenings the natural inclination turns to books; and particular people, as in other things, wish to have their reading at their command. You can help your particular customers by suggesting a Globe-Wernicke bookcase to house their fireside pleasures this coming winter. These bookcases not only take care of valued literature, but are an ornament to any house, and a credit to the furniture dealer who sells them

Christmas is almost upon us

This holiday season offers the greatest possibilities to furniture dealers, and with a good line of Globe-Wernicke bookcases to feature as gift suggestions, you are well-equipped to satisfy your customers and add a holiday profit to your Christmas trade. Get in touch with us. We can help you on the road to more and better business.

STRATFORD **The Globe-Wernicke Co., Ltd.** ONTARIO

Co-operation Between Small Town Dealers and Newspapers

What advertising can do—Address on "Better Business" delivered before the recent Manitoba R. M. A. Convention at Winnipeg.

By W. J. KEYES, of the Kelvin Technical School.

EVERY man in business needs the service offered in the columns of the live newspaper if he wishes to develop his interests to the maximum. It is true that there are men who have made fortunes without advertising—but why try to labor under so great a handicap?

The time when everybody will know about you will never come. The audience of the business man is a constantly changing one. You have got to tell people who and where you are and what you are offering. And you have got to keep on telling.

If you are a good merchant, the biggest investment you have is not in stock, but in the good-will of your customers and good advertising, backed by good business methods, is a short cut in obtaining good-will.

The big corporations—corporations who have what appear to be monopolies are spending hundreds of thousands of dollars every year for good-will—such firms, for example, as the Bell Telephone Company and the Pullman Car Company. The American Sugar Refining Company, from its receipts of the last fiscal year has set aside $1,000,000 as part of its reserve for advertising purposes.

This is probably the first time that a corporation has recognized advertising as a fixed liability on the same basis as insurance, betterment, depreciation and pensions.

This new departure puts advertising in newspapers and in magazines in its proper place in business estimates—not as a contingent or fluctuating item, but as a necessary permanent fixed charge, inseparable from the proper conduct of the year's output and sales.

Kitchener's Army—the army that gave us time to prepare to do our bit and take our place in world affairs, was raised through advertising. Seven thousand recruits were brought into the British War Office shortly before the war broke out by advertising at 57 per cent. on the cost of old methods of recruiting.

At Dublin, a most difficult recruiting centre, the previous recruiting rate was doubled in a fortnight.

The first British war loan of three hundred million dollars was subscribed for in two weeks through advertising.

The Admiralty put on an advertising campaign that increased recruiting in that branch of the service from an average of 100 a week to an average of over 1,000 a week.

The successful experience of the Dominion Government in advertising for settlers, in stimulating the demand for Canadian fruit, fish and other products, caused it to turn to advertising as the means of marketing Government war bonds and loans. and in each case the issue was over-subscribed—in the case of the last issue the books were open only two weeks. Sir Thomas White asked for $150,000,000, and advertising brought him requests for over $100,000.000 more than he asked for, and I do not think it will be long before Provincial governments and municipalities will take advantage of advertising's economical salesmanship to market bonds and debentures.

Japan is advertising various lines—tea, for one—to promote a better feeling for that country on this continent.

The foregoing data may give you the impression that advertising is for governments and large manufacturing concerns only. That it is not for the merchant—but the reverse is the case. Thousands of merchants found the secret of successful advertising long before the large corporations discovered it. That wizard of merchants, John Wanamaker, sold the entire edition of the Century Dictionary and Cyclopedia (a work in ten volumes, for which the purchaser had to pay from $80 to $120 a set) by advertising, and those of you who have had experience in selling books will appreciate the magnitude of that undertaking.

A knife grinder in Cleveland started in a small way. He has been able to buy a new cash register every year since starting business, and each time a larger one, because he has been able to put an edge on his advertising as well as cutlery.

Seven brothers operate a wholesale plumbing establishment in Cleveland, and by their unique business methods keep their books on a cash register—(think of plumbers doing a strictly cash business)—and through their clever advertising have built up a trade that reaches to every part of the world.

The merchant and the publisher have interests in common and interests that are dependent one on the other.

The merchant requires the services of the publisher's newspaper in order to carry his message economically to the group of people he wishes to interest in the goods he has to sell.

The publisher requires the patronage of the merchant that he may continue to publish his newspaper, and both merchant and publisher must work to make that paper readable and influential, that the messages it carries shall have weight, and through their justice and sincerity build up a prosperous, growing community.

To do this successfully the publisher must publish a paper that gives the entire news of the district it serves in a truthful and accurate manner, and to enable the publisher to accomplish that desired result the merchant must pay a price that will enable the publisher to do his part without financial loss, and there is not a local newspaper publisher among you who can bring his paper up to highest possible efficiency on the rates now being charged for advertising, without financitl loss, and there is not a merchant among you who will secure the maximum amount of benefit from the money he spends on advertising until such time as he devotes more care in the preparation of his advertising copy.

Push collections when money is plentiful, because it is easier to get payment then. Push collections when money is scarce, because there is always danger of it getting scarcer. Push collections, because business success depends upon efficiency in that department. Push collections.

Boost Furniture for Xmas Gifts This Year

Public are more inclined to practical gift giving, and furniture is the ideal gift of that character.

By THE SCRIBE

MORE than ever this year, furniture dealers should play up the idea of the selection of practical gifts for Christmas presents. The giving of useful things is coming into greater vogue each year, and there is no more practical or more appreciated gift than a piece of furniture. A regular campaign to popularize furniture as Xmas gifts should be carried on by furniture dealers both collectively and individually. The increased trade resulting will well warrant considerable trouble and expense in such a campaign.

Boost Slogan "Furniture for Xmas Gifts"

Considerable space in your advertising should be used to spread the slogan of "Furniture for Xmas Gifts this year." There are many slogans that might be adopted, such as "Gifts of furniture are most appreciated"—"Give something useful—a piece of furniture"—"A time for practical gifts—give furniture." Also play up the idea that furniture is a gift that reminds the recipient continually of the giver. You might use a paragraph in your ad. something along this line:

> "Select a gift this year that goes into the home and stays in the home—something that will give years of wear and service and will be a constant reminder of your thoughtfulness and affection."

Use Banners or Wagon Cards

The plan used by the electrical dealers of Brantford, Ont., last year, exhorting the public to buy electrical goods as Christmas presents, by means of banners on their cars, might well be used by the furniture dealers in any community to get the public to buy furniture for Xmas gifts. Dealers might club together and have cards or banners with a suitable slogan prepared. These could be placed on delivery wagons and motor cars and about the store, and should be productive of good results in directing public attention to the merits of furniture as Xmas gifts.

Suggestive Show Cards and Ads.

A number of large show cards might also be arranged throughout the store. Suggestive matter for them might be:

"Give something useful. Once we threw our money helter-skelter—we tried to see how much in tinsel and how little in practical worth we could give away at Xmas time. But the old order changeth—a practical age is here. That's why we suggest a kitchen cabinet; everything at hand; a step and money saver."

"The Sensible Gift—We know that you are looking for a sensible gift this year. What we mean by sensible, is something that will be practical and yet will be appreciated. What is better than a piece of furniture?"

"Time to give a practical gift—There is no better season of the year to make a present of a practical character than during the holiday season. When the spirit of happiness and goodwill is supreme. Furniture is the most welcome of all Xmas gifts."

The above might well be used as introductions for ads. We also reproduce some suggestive ads. below.

WHAT ADVERTISING IS

Advertising is not a miracle; it is not magic; it is not sorcery; it is not mystery. There is nothing peculiar about it—nothing hazy or unusual or visionary in it. It is just a part of selling; just the initial move by the party of the first part upon the party of the second part—an incident in a commercial transaction—a bit of selling sense delivered at a distance. Copy is what's put into an advertisement to make it sell things. Its brains, if it has any, are found in the copy. Its personality is there, filling in between the lines with force and conviction and honesty, or weakness and suspicion and crookedess, according to the man behind the advertisement and the proposition behind the man. Art helps. A photograph and a good printer will cover a multitude of sins. But the man behind, giving up the selling talk that will turn dollars from the party of the second part into the party of the first part, must make himself felt in the copy, if at all.



Advertisements used by Canadian furniture firms to boost furniture for Xmas gift giving.

SPECIAL ILLUSTRATIONS

Showing Some of the Newest Articles of Furniture

Suggestions from the Canadian Factories





Xmas pieces from the George McLagan Furniture Co. Ltd. On left—No. 2570, cellarette stand, of Jacobean design. On right—No. 2586, card table with felt covered folding top in Adam design.



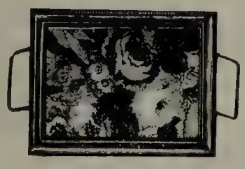
No. 1044-6—New rocker manufactured by the Stratford Chair Company Limited.



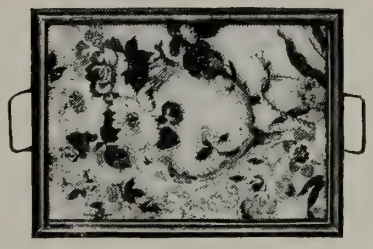


Suggestive Xmas lines manufactured by the Knechtel Furniture Co. Ltd.,
On left—No. 422, record cabinet.
On right—No. 709EM, medicine cabinet with mirror.





New pieces being shown by the Phillips Manufacturing Co.
Top—No. 23, comb and brush tray, 5¼ by 12¼ inches. Mahogany finish with brass handles, decoration under glass being a Japanese water color on plaited satinwood veneer.
Left—No. 20, cream and sugar tray, 5 by 7 inches. Mahogany finish with brass handles—fancy filling under glass.
Right—No. 20, pin tray, 3 by 4 inches. Mahogany finish with brass handles.
Below—No. 1979. Genuine walnut photo frame in brown or French grey. Sizes, cabinet to 8 by 10.









Two secretaries suitable for Christmas giving, manufactured by the Knechtel Furniture Co. Ltd., of Hanover. Right—No. 322. Left—No. 34½.

KNOBS *of* NEWS

Gauvin & Freres, furniture dealers, of Quebec, have recently registered.

The C. E. Johnston Co., of Brockville, Ont., are now settled in their new stores at 15 and 17 King St. W.

The Alexander Furniture Company, of Montreal, has recently been registered.

The Canadian Toy Works, Ltd., of Three Rivers, Que., have recently been registered.

Public Benefit Furniture Co., of Toronto, have registered recently.

I. Acker has opened a new furniture store at 236 Danforth Ave., Toronto.

Signaller Wilfrid Holden, who has been killed in action, was the only son of C. P. Holden, furniture dealer, of Melita, Man.

The Arnprior Cabinet Company Limited, of Arnprior, Ont., has been incorporated. The capital stock is $100,000.

A. B. Graham & Co., furniture dealers and undertakers, of Pilot Mound, Man., have been succeeded by D. B. Graham.

The fire loss at the plant of D. L. Shafer & Co., of St. Thomas, Ont., was mostly in the lumber sheds and dry kiln, the damage to the factory being small. They have a large stock of finished goods in all their lines, and can fill orders without delay.

FACTORY WELFARE CONVENTION

The Industrial Accident Prevention Association, Inc., which is authorized by the Workmen's Compensation Act of Ontario, and of which F. M. Tobin, Toronto, is secretary-treasurer, intend holding a convention of manufacturers and others interested in the safety of employees, in the Normal School, Toronto, on November 20. The Furniture Manufacturers Safety Association, is a branch of this organization, and it is expected that industry will be largely represented, as also the railway corporations, civic authorities, engineering associations, school teachers, labor bodies, etc. Secretary Tobin has sent out some 4,500 invitations. Two prominent U. S. speakers are to be present, C. W. Price, Chicago, field secretary of the National Safety Council, and Miss Nestor C. Edwards, of Neenah, Wis., an expert authority on factory welfare work.

Mr. Tobin is greatly taken with the conservation idea in the work of accident prevention, and states it has been proven that while machinery guards have cut down factory accidents 25 per cent., educational work among employees has cut down 75 per cent. of accidents. This effects, of course, a saving in money, employees' time, and means also a larger production.

AN IMPORTANT DISPATCH FROM OTTAWA

A closely censored dispatch has come through to The Furniture World from Ottawa, that indicates some events of importance that have hitherto never been mentioned in any newspaper dispatches, have been transpiring at the Canadian Capital. It appears that a union party has been formed there—we refer not to the parliamentary one that we hear so much about, but a more exclusive one—consisting of L. E. Adams, of the Ideal Bedding Company, and James Malloy, manager of the furniture department of Bryson, Graham & Co., of Ottawa, who have been beating all comers in bowling. The latest report on the matter has to do with a strenuous battle in which three heavyweights—Tom Biggar, Alf. Roberts, and Tom Ingles—essayed to put a crimp in their success, but all to no avail. In fact, one of their opponents is reported to have given up the battle after one game, necessitating the calling in of a substitute for the remainder of the evening. The censor got in his work on this dispatch so that we are unable to give the name of the defaulting party. We might say, however, that it is rumored that Adams and Malloy are willing to make a side bet for three strings, with all-comers.

REFRIGERATOR PROSPECTS IN CHINA

The Canadian Trade Commissioner at Shanghai, J W. Ross, says that refrigerators and ice-boxes are extensively used throughout all parts of China, particularly among the foreign population. The variety of refrigerators used is much the same as that employed in Canada, and is quite uniform in divergent parts of the country. The sale of foreign manufactured refrigerators is not large, owing to the fact that similar ones can be manufactured there for almost half the cost of those imported. The greater part of those imported come in from the United States.

In an interview with the manager of a large furniture store in Shanghai, it was stated that a refrigerator of the latest design with asbestos and charcoal insulation and lined with white tiles could be built which would be a better made article than that imported, but which would cost only a little more than the freight charges on one shipped from New York. Many of the furniture stores manufacture refrigerators lined with galvanized metal.

If a customer has to wait ten minutes or even only five just to ask if you keep something which it turns out you do not keep, that customer goes out disgruntled.

AN IMPORTANT DECISION BY COURT OF APPEAL

Dealer Does Not Have to Pay Damages

Judgment in a case of great interest and importance to retail merchants generally, was given at Toronto recently, when the Court of Appeal dismissed the action brought by a Mrs. Hoffman, against R. Higgins & Sons, grocers, of Yonge St., Toronto, for damages for injuries received while in the defendant's store. The action was dismissed without costs. Thus reversing the decision of a lower court which in April last awarded the plaintiff damages of $1,500 in her suit to recover $5,000 for a broken leg, etc., received by a fall on the floor of the defendant's store.

The Retail Merchants' Association interested themselves in the case because they felt that it would be most serious for retail merchants to allow such a judgment to go unchallenged, as they would be in danger of actions against them by customers, who through their own fault, came to harm while in a store. In fact, there are some cases on this very point pending at the present time, and the judgment by this higher court in the Hoffman v. Higgins case, will be of great help to the defendants.



THE AEOLIAN-VOCALION

A phonograph of such impressive capabilities that it virtually creates a musical instrument of a distinctive type.

The distinguishing features of the Aeolian-Vocalion line, which is larger and more complete than that of any other phonograph upon the market, are—the good taste displayed in stock models, and the group of special art cases which far surpass anything hitherto known in connection with the phonograph.

There are many features in the Aeolian-Vocalion that contribute to its pronounced musical superiority and its extraordinary tone. Some of these, like the marvelous Graduola device for controlling tone, are entirely novel.

No intelligent merchant need be reminded that there is a large clientele in every community that appreciates real beauty and art, and that this clientele constitutes a highly desirable addition to his trade.

To Furniture Dealers:

If you are seeking a representation bringing with it unlimited prestige, you will be interested in the "Vocalion." Its "Graduola"—the tone control device—by reason of its remarkable advertising, is familiar to most folks on this continent. It gives the dealer the strongest possible selling argument over other phonographs. If the Aeolian-Vocalion has no representation in your town, we should be glad to hear from you.

THE NORDHEIMER PIANO & MUSIC CO., Limited, Toronto

Sole Canadian Distributors for Aeolian-Vocalions

Talking Machines in the Furniture Store

HARVEST SEASON IN TALKING MACHINES

FROM now until the end of the year is the harvest season in talking machines, and the furniture dealer should make the most of his opportunities. He should push hard for business for the carrying of stock will not alone bring trade. It must be gone after.

Talking machines have become very popular as Christmas gifts and for good reasons. They make a most appreciated gift and have the advantage of serving as a reminder of the giver for years to come.

This year especially, there will be a big sale for machines both in city and country, as things are generally prosperous. The dealer should make the most of his opportunities.

GOOD TIME FOR RECITALS

The present is a good time for the holding of recitals in an effort to interest more people in talking machines and to make sales of records. A special room should be fixed up for this purpose, where there will be no noise or disturbance to interfere with the music rendered on the machines. These occasions should be advertised, and a large card placed in the window or hung in a prominent place announcing the demonstration and inviting people to enter and enjoy it.

Occasionally light refreshments might be served in connection with these demonstrations.

It might not be a bad idea to have a visitor's register on hand at the same time, in which the names of those who enter can be placed. In time, by this means, a good list could be compiled which would come in handy when carrying on subsequent campaigns, either for the sale of talking machines and records or ordinary furniture lines.

A list of this kind would prove valuable either when literature is being mailed or when it is thought desirable to send a bright young salesman out to make a personal call.

FORGET YOUR OWN TASTES

"Keep in mind," admonished the salesmanager in giving instructions to his new talking machine salesman, "that you will be doing business here with mill hands, business men, society women and farmers, so you must forget your own personal tastes and think from the customer's viewpoint. That viewpoint will vary from rag time to grand opera and it will vary from twenty dollars to two or three hundred and it will be sliding back and forth many times in a day."

"One man I had here," continued the salesmanager, "never sold a machine above fifty dollars while he was here, and a record priced higher than a dollar and a half seemed to him too expensive for anyone. His idea of what he could afford himself was about twenty-five dollars and he measured too many people by his own bushel to be a real success."

"Still another man on our staff was extreme the other way. He discouraged more than one good 'prospect' by making them think they should invest a couple of hundred dollars in order to get real enjoyment. All people cannot afford that amount and many people that can afford it need considerable educating via a less costly outfit."

"I believe in specializing on records," concluded the salesmanager. "By maintaining a good record service and keeping your customers always interested new machine customers are made for you without direct effort on your own part, whereas if you specialize on machines and neglect the record end of the business you simply build up a nice profitable record trade for a competitor. Individual record sales are small in comparison with machine sales, no doubt, but they represent a steady, regular profit and by setting out to sell each machine owner records up to at least five times the value of his outfit one will gain that point with a surprisingly large proportion of the total number."

WHY TALKING MACHINES ARE BECOMING POPULAR

That the talking machine is doing more to supply the human race with music than any other kind of musical instrument there can be no doubt. There are many reasons why it should be so.

In the first place it is in price more within the reach of the means of the great mass of the people than any other musical instrument. That is one very strong feature in its favor. But it is by no means the only one, important and all as it might be from that particular standpoint.

Still another strong feature about the talking machine is its simplicity. Some musical taste may be demanded in the selection of records. But when it comes to operating the machine itself it is within the province of every one—young or old, great or small.

But the greatest and most outstanding feature in regard to the talking machine is the variety of music that can be obtained from it, either vocal or instrumental. Those whose preference is for the classical can be furnished with it to their heart's content. Those who want "rag time" music or current popular songs can be just as readily supplied. It is a case of "paying your money and taking your choice."

DON'T LET DEPARTMENT STAND STILL

Perhaps one of the best receipts that can be given the furniture dealer who wishes to keep his sales of machines and records up to the maximum is not to let the talking machine department "stand still," even for a day. Keep up the interest, the attention of the trade, and keep telling them from day to day by means of your recital booth, your newspaper advertising and your circular letters and announcements, of just what you have to offer them. Do you know what is happening at your local theatres? Is an opera company in town—even a second class one? Watch for the newspaper announcements, learn what the songs and instrumental pieces are and play up to the public taste.

Why Every Dealer Should Handle The Wall-Kane Needles

We can make immediate shipment of the best loud and medium tone Needles made (in packages of 100), any quantity.

Remember there is sure to be a serious shortage of Needles long before Christmas.

Write for sample packages and prices.

First—Each **WALL-KANE** needle is guaranteed to play 10 records on any Phonograph, the tenth playing as clear as the first.

Second—All owners of Phonographs will always purchase **WALL-KANE** needles since they eliminate the troublesome changing of needles after each record.

Third—**WALL-KANE** needles are scientifically prepared, and by reason of their special composition, are beneficial to the grooves of the record, thereby adding to its life.

Fourth—**WALL-KANE** needles minimize the usual scratching sound of the ordinary steel needles, and greatly improve the clearness and tone of reproduction.

Fifth—**WALL-KANE** needles are put up in a handsome Tile Enameled Metal Stand holding five (5) dozen boxes. Two dozen extra loud, two dozen loud, and one dozen medium needles.

The price is five dollars ninety cents ($5.90) per stand, (holding five dozen boxes.) Each package retailing at 15c, bringing you $9.00 in return.

After your first order for a stand, you can procure the needles without the stand, in packages, at a cost of 9c a package.

Try out the **WALL-KANE** needles and convince yourself they are all we claim they are. Write us to-day to forward by parcel post a sample stand.

If cheque is forwarded for sample stand, include 15 cents for exchange and 25 cents for postage (parcel post).

Regal Phonograph Co., Limited

145 Church St., Toronto



No. 75

In Quartered, Fumed Oak, or Mahogany
Running Time—Four 10 inch Records
Height 48". Width 18¼". Depth 20¼".
Sale Price in Canada - $100.

Rayola Cabinet Phonographs

among the best on the market, both in finish of cabinet and tone. They are fitted with noiseless motors and play any disc record without attachments.

AGENTS WANTED IN EVERY CITY.

London Phonograph Company

Office and Show Rooms:

234 Dundas St., LONDON, Ontario

W. J. WRAY, Manager.

Talking Machines for the Christmas Holiday Trade

Some reasons why furniture dealers who have not already done so should put into stock a line of machines and records. A more than usually favorable opportunity.

By WILLIAM LEWIS EDMONDS

That talking machines will play a greater part in the coming Christmas holiday trade than ever before, there can be no doubt. There are two particular reasons for coming to this conclusion. And both are sound, logically.

In the first place, talking machines are growing in popularity. One could go about with one's eyes shut —provided one's ears were kept open—and discover that. It is one of those modern developments that will go on developing, at least until some thing at present unforeseen comes upon the scene to take its place. And should any other device attempt to usurp it, it will be led a merry chase before it succeeds in its purpose.

In a Class of Its Own

But whatever the future may contain in its lap, for the present the talking machine undoubtedly has the field. There are competitors in the talking machine field, but the machine itself has no competitor, because it is in a class of its own. A home may have a piano or an organ, but that is no reason why the same home should not have a talking machine as well. The one is the handmaid to the other. In one respect the two former have one thing in common with the latter. They supply instrumental music. But there the comparison ends. And even in supplying instrumental music the advantage is with the talking machine, for it can supply, provided the records are on hand, the world's greatest masterpieces, which the piano or the organ cannot yield unless a master sits at the key board. And it is not one home in a thousand that possesses a master in a musical sense. But where the great difference from the efficiency standpoint between the piano and the talking machine comes in, is that the latter can reproduce with a naturalness and faithfulness almost incomprehensible the voice of the world's greatest singers as well as the characteristics and expressions of the world's greatest musicians. These are the things which are carrying the talking machine forward on a wave of popularity.

Still another explanation of the increasing popularity of the talking machine is the fact that it can be obtained at such a variety of prices that it comes within the reach of all sorts and conditions of people. And not only is the price within the reach of all, but so are the terms and conditions under which it can be obtained.

Money for Talking Machines

The second reason why talking machines will be in good demand for the Christmas holiday trade is that the people of Canada are in a more than usually favorable position to purchase them. The money value of the field crops of Canada is this year the largest on record. While that in the first place means that the farmers have more money than usual to spend, it means as well that nearly everybody else has more money to spend, the condition of the farmer being as a rule a reflection of the condition of the rest of the people in the country.

That there is more money than ever before in the history of the country there can be no question. There are figures to prove it. Taking the total deposits of the Canadian people, that is, the amounts they have on deposit in the banks, the government post office and savings banks, and with the trust and loan companies, there is a surplus of cash to the extent of $1,645,500,000 laid away, or about half a billion dollars more than three years ago. But in addition to this evidence of wealth there are the bank notes in circulation to be taken into consideration. They exceed the amount of three years ago by over $58,000,000. To put it another way, whereas three years ago there were sufficient bank notes in circulation to give $13 to every man, woman and child in the country, there are now enough to give $20 to each.

A Suggestion to Furniture Dealers

Now, these conditions, that is, on the one hand the increasing popularity of the talking machine and the increased ability of the people of Canada to purchase it, suggest, by implication at any rate, two things to the retail furniture dealers of the country. The one suggestion is to those who do not handle them. The second is to those who do.

The suggestion to those who have not yet made the step is, do it now. If you have been waiting for a more convenient season, like the man who is waiting for a more convenient season to quit doing evil and beginning to do good, the present is the most acceptable since the talking machine came into vogue. It would in a sense have been better had you made the venture a year or two back, because you would have had the benefit of the past as well as the benefit which the future promises to those who begin now. But while you cannot call back the water which has passed under the bridge, there is no reason why you should not get the benefit of that which will be passing under the bridge during the Christmas season, and for all time thereafter, as long as you are in business.

Getting the Start

If you cannot begin on an extensive scale that is no reason why you should not begin at all. Two or three machines and a well-assorted supply of records will start you on the way. And, provided you do not allow the department to take care of itself, it will be a money-making way as well. In the first place there is a good profit in handling machines and records, and the more you sell the greater your profit will be, the profit being largely regulated by the quantity bought.

But the immediate profits from the sale of talking machines are not the only profits to be taken into account. Neither has the writer reference to the subsequent profits that accrue from the selling of additional records, although that is a good thing for the dealer to take into consideration and accordingly keep his stock of records well assorted and up-to-date. That which the writer has particular reference to is the possible business connections which it is possible for

You Ought To Be Getting Some Of The Phonograph Business This Year.

Furniture Dealers in all parts of Canada are taking on this 100% efficient phonograph.

The Brunswick

ALL PHONOGRAPHS IN ONE

MADE IN CANADA.

THE Phonograph line is a nice clean business which will bring a good class of people into your store. You have a splendid opportunity in interesting your regular customers in this "Final Phonograph" which plays all records.

You might just as well be making the extra profit which the Brunswick Phonograph brings you; many furniture dealers are realizing that with very little extra store expense they can handle the Brunswick Line because this phonograph plays ALL records, any make, yet costs no more. It is ALL phonographs in One.

Watch the full page Brunswick ads. in Saturday Evening Post, Literary Digest, Colliers, and Life.



Models From $45 to $2500

THESE Brunswick Features are the features all Phonograph buyers appreciate:

1.—Tone. The wooden-walled tone chamber, built like a violin.

2.—Beauty. The house of Brunswick has been famous in wood-working for 76 years.

3.—Auto Stop. Stops the motor any place desired.

4.—Brunswick Records. You have the advantage of a future record business with these records.

5.—**PLAYS ALL RECORDS.** Choice not limited.

6.—Two Reproducers. One for jewel points, other for needle records. No extra cost.

WRITE TO-NIGHT FOR SALES PLAN AND PRICES.

We are prepared to take on high-class dealers in unoccupied territory.

You'd better send To-Night for the Brunswick Profit-Making Sales Plan

PHONE, WRITE, OR WIRE.

ROOMS 204-205
EXCELSIOR LIFE BLDG.

The Musical Merchandise Sales Co.

Phone Main 7024
TORONTO

PLAYOLA

Cabinet Phonograph

Tone — Quality — Appearance

THERE has long been a demand for a phonograph that will play all records perfectly—that embodies highest-grade materials, workmanship and finish—that sells at a popular price.

Playola, Style A, fully meets every such condition.

By a simple readjustment of the Reproducer, you can play any make of record—Victor, Columbia, Edison, Pathe—without any extra attachment.

Leading scientific principles are employed in making the Reproducer, which is attached to the Tone Arm by a ball joint, giving free movement and correct balance on any record.

The construction of the Amplifying Chamber ensures perfection in tone-quality with both vocal and instrumental records, while the Tone Modulator enables you to regulate the sound-volume to suit your requirements

There is also a Filing Cabinet, numbered for records, and an Index Card for easy reference.



STYLE A.

Size: 38½ in. high; 17 in. deep; 16 in. wide.
Solid Quarter Cut Oak. Mahogany and Walnut Finish.

RETAIL PRICE $55.00

These instruments are ready for immediate shipment. Send your order in to-day, and have one on your floor for the Christmas trade.

PLAYOLA PHONOGRAPH CO.

TORONTO, ONT.

the dealer to make through the sale of talking machines.

Helps the Sale of Furniture Lines

When a dealer sells an ordinary piece of furniture there is no particular reason why the customer should ever return to the store, although he might do so provided good service has been rendered. But with the talking machine the case is a little different. The customer who buys one will from time to time want new records, because most purchasers of talking machines aim to keep their records up-to-date, at least as far as they can afford to do so. Now it naturally follows, provided the dealer keeps his stock of records up to date, that he will have the first opportunity of supplying the subsequent demands for records. That means, of course, that the customer will get the habit of coming to his particular store. And it furthermore means that every time the customer enters his store for records that an opportunity is afforded of occasionally selling him a piece of furniture. That is one good reason why furniture dealers should handle talking machines and records—and look after them when they do take them into stock.

Aggressive Selling Methods

It is of very little use putting a supply of talking machines into stock if they are to be relegated to an out-of-the-way part of the store. If they are about the only thing they will do is to accumulate dust and eat up the capital that is invested in them.

Keep them in the lime light, not only during the Christmas season but at all seasons, for music is always seasonable, and particularly the music which the talking machine can supply. The piano or the organ may go untouched during the summer months when people live out of doors. But with the talking machine it is different. It can be carried to the verandah, the summer resort, or wherever the people rendezvous. Therefore it is a good line to keep in view every month during the year.

Window Displays and Advertising

Make occasional window displays of them. And make the displays as unique as possible. The Christmas holiday season is a particularly good time to do so. And when customers are in the store see that a machine is kept in operation. A remark passed by a customer may afford an opportunity to make a sale of either a machine or of a record or two.

And don't overlook the importance of advertising. Use the local papers. And supplementary to the local papers use circulars, addressing them to the people in your locality. Do this for the Christmas trade by all means, and occasionally during other parts of the year. A nicely gotten up circular will serve the double purpose of reminding the people of your neighborhood that you are still in business. If you do the thing properly it will also suggest to them that you are wide awake, and that is a reputation well worth earning.

If you have not yet made up your mind to handle talking machines do it now. It will help you in your Christmas trade and for all time to come. Don't let any more water run under the bridge without your getting some benefit from it.

You may do a nice business without using a single show card, but wouldn't you welcome the extra sales the show cards would make without any extra effort?

SUGGESTIONS FOR HANDLING TALKING MACHINES

A big factor in choosing a line to handle is that of concentration. It is certain that you can get further (and get there better) concentrated on one line of phonographs. Better salesmanship results, better handling of stocks, better display and fewer complications.

This brings us plumb up against the most dangerous problem of all merchandising—turnover. All of us with the least bit of enlightenment know that the way to get rich in business is to turn over the least amount of investment the greatest number of times each year. In other words, it is better to make 5 per cent. on $5,000 three times a year, than 10 per cent. on $7,500 once a year.

But, on the other hand, an adequate stock to show customers and make reasonably prompt deliveries must be maintained. Judiciously generous expenditures on service and advertising must be made. The fine dividing line between smallest possible expenditures and the greatest profitable sales is the reef of many a wrecked department. Of course, if phonographs are not treated as a separate department, the failure may not show, being hidden under the success of other merchandise. (By failure, I do not mean necessarily actual loss, but failure to be as highly profitable as possible.) To really succeed the rate of turnover should be fast, at least three or four times.

The Stock's the Question

There is only one way to determine how much and just what stock to carry. That is by experience. Allot on the start a certain sum beyond which the department head cannot tie up money. He should purchase as full a display line as practical, and back this with a stock of the best selling machines and records. Which will sell best will depend on your community. The higher priced machines are being sold now at an unprecedented rate. Those priced above $150 of course do not sell so rapidly, but a surprising number of $100 and $75 machines are sold. Still, the cheaper machines move most rapidly as always. The traveller calling on you will start you as nearly right as possible, but that is about all he can do.

A simple card record for perpetual stock keeping will be invaluable for determining the ratio of stock carried to sales made. The department head who does not keep such a record, who depends on memory or guesswork, is bound to be inefficient, to find himself regularly overstocked or understocked on certain goods, and forced to put too great efforts on slow moving items. As he accumulates experience in his stock record, however, he will make few mistakes with the machines, and less and less with records.

ADVERTISE

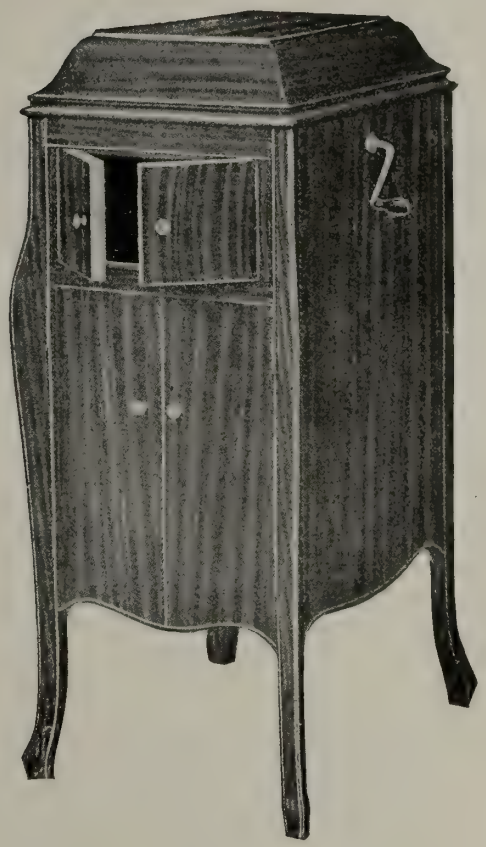
(Tune—Tipperary.)

It's the wrong way to go about it,
If we don't advertise.
Take the strong way—you've got to stand it
To attract the man who buys;

So let's all pull together,
Team work wins the prize.
Talk of something else besides the weather
And let's advertise.

Majestic

No. 100



The "Majestic" is a truly musical instrument, such as is wanted in every home.

It gives the most natural tone.

It will play all disc records perfectly.

Its all-wood sound chamber amplifies the music in the fullest manner.

It will cost you nothing to test the Majestic on your own floor.

Write for particulars to-day.

DOMINION PHONOGRAPH CO.
53 CECIL STREET
TORONTO

XMAS WINDOW OF TALKING MACHINES

Full advantage should be taken of window display to boom Christmas business in talking machines and records. A particularly effective display is reproduced herewith. It not only emphasizes the spirit of Christmas, with evergreen and holly in profusion, but also presents the featuring of various popular models of machines, so that the display and its object are linked closely together.

The letters "Merry Christmas" at the top are of Japaneze frieze fastened to records, with ropes of frieze leading from each letter into the sound chamber of the central machine. The arch made of holly and evergreen gives the seasonable finishing touch.

SUGGESTIONS FOR GOOD WINDOW CARDS

In order to make good window cards for talking machine displays one dealer makes use of the consumer advertising done in newspapers and magazines by the firm whose goods he handles. These are cut out and pasted on show cards. Some times they make excellent show cards in themselves, while at other times the trimmer will need to add some wording himself.

Cuts of various models of machines for show card work may also be secured from trade papers featuring talking machines.

THE FURNISHED ROOM ARRANGEMENT

In talking machine displays it is desirable to show models in natural home surroundings. It has a stronger appeal—emphasizing to customers the beauty of having a machine in their own home. If you can represent a model home setting with a talking machine as a central feature, it is going to appeal much stronger to the average man and woman.

Have appropriate show cards such as "Make your home a real home"—"A talking machine keeps the family circle intact at nights"—"Provide entertainment for your children in your own home"—"Just the entertainment for the home during the long winter evenings."

EMPHASIZE SIMPLICITY OF OPERATION

Just as some people are kept from purchasing a motor car because of a feeling that they will not be able to operate it competently, so there are some people who are deterred from buying a talking machine because they think it is somewhat difficult to operate. Efforts should be put forth to banish this erroneous idea from the minds of prospective customers. Window cards might be used for this purpose. One card might read, "A talking machine is exceedingly simple to operate. Come in and let us demonstrate its simplicity of operation to you."

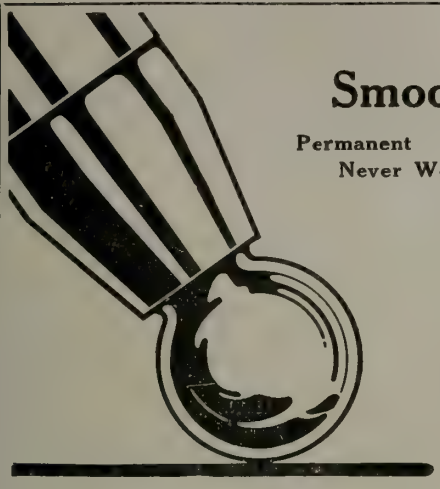
DON'T FORGET NEEDLES

Needles may seem like a small item, but they should not be neglected. Small sales soon run into dollars and besides, the customer who comes into your store to purchase needles may become interested in new records.

Some dealers make a practice of inviting people who come into their store for small items, to sit down and listen to new records. They are put under no obligation to buy, but sales often result.



An attractive Christmas window of talking machines and records which will offer some good suggestions to readers.

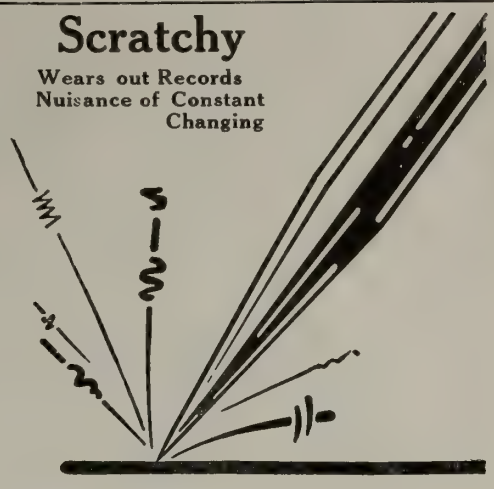


Smooth

Permanent
Never Wears
Records

Scratchy

Wears out Records
Nuisance of Constant
Changing



The Pathé Sapphire Ball *versus* The Old Scratchy Needle



PERIOD PATHEPHONE
In the style of William and Mary
Price $175

The type here illustrated is one of the new Pathe Period Designed Cabinets, another selling feature exclusive to Pathe Agents.

WHO to-day wants a talking machine equipped with a digging, scratchy needle that wears out records and necessitates the nuisance of ever changing needles? The Pathe genuine smooth polished Sapphire Ball never wears out, never requires changing. It reproduces the music in richer, more natural tones—for it completely fills the grooves of the record and gathers the music from a greater surface of contact, so that it does not lose the slightest shading or tonal effect.

A nation-wide publicity campaign is telling the public about this wonderful Pathe feature.

It is a big selling advantage as well as a genuine improvement in the talking machine art.

If you have room for a Pathe agency in your store write now—immediately—for full particulars of our wholesale selling plan.

Here's the Pathe guarantee:

"Every Pathe record is guaranteed to play at least one thousand times without impairment to the unexcelled beauty of tone."

Pathe Freres Phonograph Co. of Canada, Ltd.

Factories and Head Office
4-6-8 Clifford Street, TORONTO, Canada.

Western Distributors: **R. J. Whitla & Co., Winnipeg, Man.**
Maritime Province Distributors: **H. L. Hewson & Son, Limited, Amherst, N.S.**
C. W. Lindsay, Limited, Montreal.



Talking Machines are Big Feature of Small Town Store

Dealer in town of 5,000 finds them a profitable line.

TALKING machines are proving a good selling and profitable sideline for a good many furniture stores. One dealer who has made a big feature of them was recently visited by the writer. He has handled talking machines for a number of years, and is very enthusiastic over them as an excellent line for the merchant. Not only is the sale of each machine a profitable transaction, but it means future business in records that is of great value. The talking machine business is much like the camera business—the original sale brings in its wake a good deal of business in accessories.

Present is Harvest Season

There is a certain sale for machines at all seasons, but from now until the end of the year is the real harvest season, stated this dealer to The Furniture World. Not only does the talking machine appeal to people as a means of entertainment during the long evenings of fall and winter, but it is a favorite form of gift for Christmas presents. It is something that is certainly appreciated by the recipient, and also serves as a reminder of the giver for years to come. He says he sells quite a number for Christmas presents and finds it a good idea to begin to feature them for this purpose early, as people who intend to purchase a gift of such value generally begin to look around for something suitable, well before Christmas.

Frequent Demonstrations of Machines

It is realized that in order to interest people in talking machines that their value as a means of home entertainment must be impressed on them. Accordingly, several machines are kept in the store, and customers given plenty of opportunity to hear them play. For instance, a machine is kept in constant operation on Saturday night when a great many people visit the store. It is the work of one clerk to change the records and keep the machine in operation. Not only is interest in machines aroused in this way, but it proves very beneficial to the sale of records.

Held Formal Recital

Last spring this dealer held a formal recital in his store. For this affair, printed invitations were sent out by mail to those who were likely to be interested. Only those who had invitations were admitted. This was done in order to keep out children and others not likely to be interested in the purchase of a machine, and whose lack of interest might interfere with the demonstration. The recital was held on an evening when the store was closed for business. Other goods were moved back to the walls and chairs put in for the occasion. It served to bring talking machines and records effectively before those who attended.

Booth at Fall Fair

Demonstrations of machines are also made at the local fall fair, and many prospects are secured by this means. A point is made to get the names and addresses of those showing any special interest and they are later followed up. The fall fair also serves as a means of bringing new records to the attention of those who already possess machines.

Altogether this dealer finds his talking machine department a good proposition, and this is no doubt due to a considerable extent to the fact that a real effort is made to effect sales.

DEALERS! ORDER NOW!

Be Protected For Your Holiday Requirements

Now is the time to place your orders for delivery during the fall months. Shipments will be heavy this fall and dealers who order now will assure themselves of having talking machines in stock when the big selling season comes around. Investigate now! Get our complete proposition. Let us convince you that the MANDEL is the logical talking machine for you to handle. Even if you are already selling phonographs of another make, the Mandel can be added to your present line with added profit to you.

Over Two Thousand Dealers

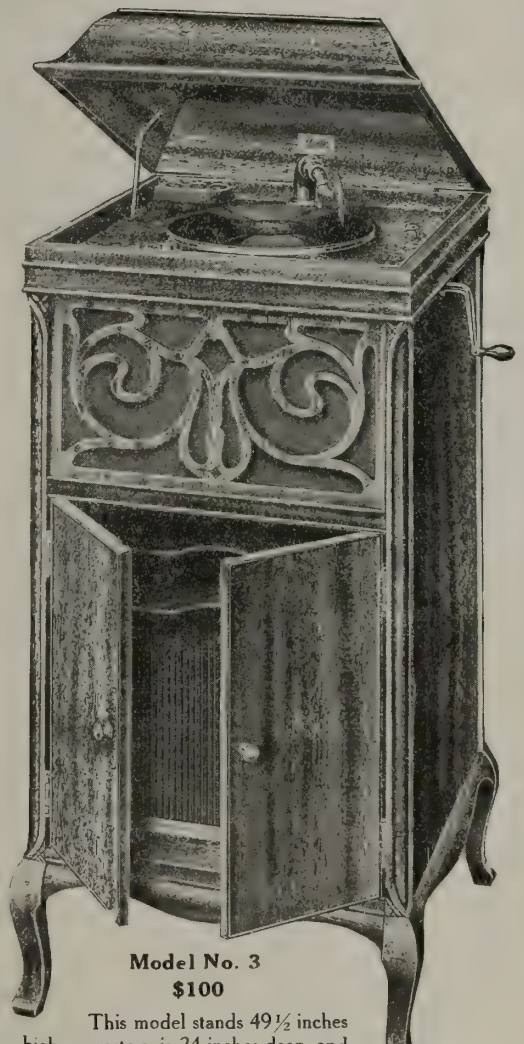
realized the enormous sales possibilities of the Mandel phonograph and are cashing in on the livest proposition ever presented. Who can question the verdict of this army—2,000 strong—who have placed their stamp of approval on the MANDEL? A high-grade phonograph, selling at a low price, giving the dealer a big margin of profit, insuring everlasting satisfaction to the ultimate purchaser—these facts prove why the Mandel phonograph has forged its way to the front rank in the talking machine industry.

Built By One Manufacturer

The Mandel machine is Mandel made. Every part is manufactured by us—not merely assembled. Every single part is produced under our own supervision by experts in the art of phonograph construction.

The Mandel phonograph embodies everything that represents real talking machine value—cabinets of supreme elegance, motors of wonderful efficiency, tone arms and reproducers that are scientifically correct. As manufacturers we guarantee every Mandel phonograph to give satisfaction.

There is no divided responsibility in the manufacture of the Mandel phonograph. We make it—we guarantee it.



Model No. 3
$100

This model stands 49½ inches high on casters, is 24 inches deep and 23 inches wide, finished in genuine Mahogany or genuine Quarter Sawed Oak.

Read What One Prominent Dealer Says:

We made a thorough investigation of the various phonograph propositions that were submitted to us when we decided to put in a line, investigating a number of samples that were sent to us and making a trip to Chicago seeking information on them.

We decided on the Mandel machine because we believe it is the best value for the money in the market. We made a thorough investigation of their plant and saw the product being produced in every detail and are convinced that they are putting the right material into their machines and that they are built for continuous service. Their cases are beautifully finished and very attractive in design.

Their motors are excellently constructed and we are confident that they will stand up under severe use and require the least amount of adjustment and repairs. Their reproducer is good and the fact that their machines play any record is a splendid selling point.

We have sold a number of machines since we put the line in and they are all giving good satisfaction and we are thoroughly satisfied with our decision in the matter. NAME ON REQUEST.

MANDEL MANUFACTURING COMPANY
General Offices: — — CHICAGO, ILLINOIS.

MANDEL PHONOGRAPH COMPANY
Canadian Distributors, OWEN SOUND. ONTARIO

How Talking Machine Dealer Gets His Prospects

Dealer outlines a number of the methods whereby he secures prospects for machines and makes sales.

THE furniture dealer who is considering the question of putting in a talking machine department is naturally interested in how prospects for this line are secured. The answer of a dealer who has handled talking machines for some time in reply to this question gives a good deal of advice both to the new handler of machines as well as the dealer who already has a department.

Makes Good Use of Advertising

"Well," replied the one of talking-machine experience, "my 'prospects' come in different ways and some I hunt up myself, but it may help you if I try to explain my methods, which are governed more by conditions than any definite policy. First of all, I advertise in both of our local papers, and I say something in the space that I buy. One week I tell about a certain type of machine, perhaps the next week I single out a record that I emphasize. Before Christmas I give the titles and number of a dozen or so records suitable for the Christmas season. This always brings results. I work the same idea at Easter. When I learn of someone being initiated into the local Oddfellow's Lodge, I send him a special letter telling him about certain records that he will be interested in. I do this whether I know him to have a machine or not. It arouses curiosity and generally desire if he hasn't one.

"There are not a great many people passing my store, but those that do always see something in the window worth stopping to look at. Sometimes it is an advertisement or clipping from a trade paper pasted on the glass and if it refers to an artist some of that artist's records are shown and usually a picture of the artist also. I take every advantage of the factory helps in supplying window ideas and cuts for newspaper advertising.

Goes Out After Trade

"I have done some canvassing, but not much. When drop-in trade is quiet so I think my assistant can manage without me I put some records and a machine in the buggy and drive around visiting. There are always places that I know I can go to on a friendly basis as well as a prospective business basis. I may say that on these 'visits' I don't drive business as I would on a sale, but do a little entertaining, some suggesting and if there is no machine at the last home I call on I leave mine with some records if there is the remotest chance of a sale. I have found this plan a profitable one.

Showing Appreciation of Assistance

"Then again when a customer or personal friend tells me of someone in the market I make it understood that I appreciate the favor. There is a great deal in the theory that if people do something for you they take more interest in you. But this may be overworked. I do not go out buying names of 'prospects' nor do I pay commissions, but through a box of candies, a bouquet, tickets for a concert, a box of cigars or by means of some other suitable present, I acknowledge information that results in a sale. One man here has sent me hundreds of dollars worth of business just because I acknowledged the first 'prospect' he sent me to whom I sold, by sending a bouquet to his home. The fact that I appreciated his kindness enough to surprise his household with the flowers pleased him immensely. He had evidently been treated otherwise on other occasions. A lot of my business comes through the recommendations of other customers.

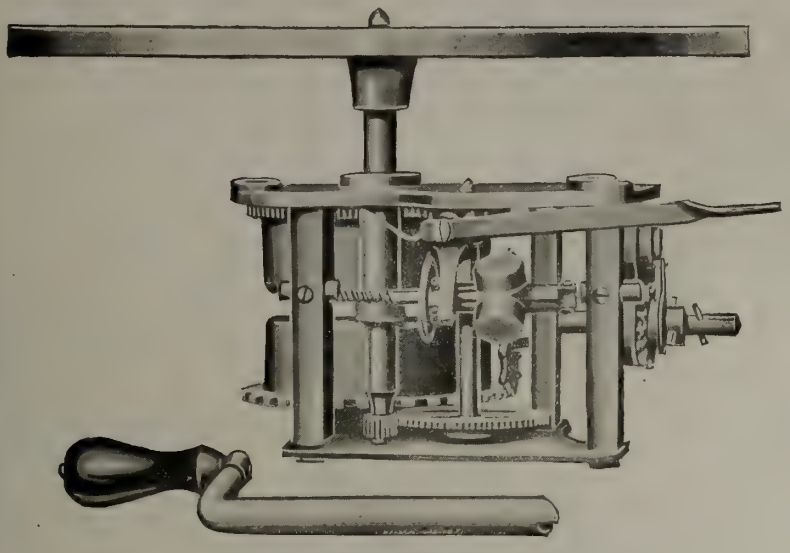
Attention to Children

"Another thing, I never neglect the children. Only this week I sold an outfit to a young man of about twenty-five or six. I did not recognize him. It seems he went to work in one of the local factories after he left school and shortly afterwards moved away and got along very well. A brother, who was a farmer in the neighborhood, was to be married, and he wrote for prices and suggestions of an outfit suitable for a wedding present. I hardly knew what price to suggest but sent catalogues marking the machines I had in stock. I had little hope of hearing from him. He came in and left with me one hundred and twelve dollars. He then told me why I was favored with his business. When he had lived in the town as a schoolboy I always spoke to him when I met him and had once or twive given him a seat in my buggy. The little act of courtesy made him friendly to me because he contrasted it with the treatment of some others of the local business men and that was why he thought of me supplying the wedding present.

"Apart entirely from the sentiment involved in the courtesy to children it is mighty poor business to ignore them. I frequently have a couple of dozen children drop in here after school and have a little recital. They have found that they are always welcome and I see to it that they behave themselves. Very often one of the teachers comes along and asks for special records, suggested by some lesson or incident during the day. These children are at present influences in the town and will be the heads of homes of their own in a few years."

THE PERSONAL TOUCH

Here is a tip for the man who handles the phonograph and record customers in your store. Whenever you make a record sale make it a point to find out the kind of music the customer likes, the artists she prefers, and as soon as you get in a bunch of new records write her a personal note, saying that you have something new you think she would like, and asking her to call. If possible, write it by hand, or have the stenographer do it. It is not a bad idea to use social stationery, with the firm's name printed in small type at the top. Such unusual service, and one so evidently involving trouble and expense will tickle the customer's vanity and, laying aside the practical results to be obtained from it, will fix your store indelibly in the mind of the person who receives the letter as a store with a unique way of doing business.



Motor G. F. Nickleplated. Two springs. Plays four ten-inch records. Noiseless, smooth running, durable.

THIS MOTOR

WAS MADE IN

SWITZERLAND

where the world's best phonograph motors come from; where factory owners and operators have specialized for generations on this class of work. The best phonographs made contain Swiss motors, which have made the phonograph possible.

The Motor here shown is one of the styles in a shipment just landed. This motor is well-known to a number of our customers, who have found it a marvel in performance and durability.

Last month in our advertisement in this journal we told you of a shipment of Swiss motors expected. It was then on the ocean. The motors are now here, the ship conveying them having safely crossed the Atlantic. In spite of high freight rate and war insurance these motors can compete in quality and price with anything made.



MAESTOSO

Outside diameter 2 3-8 inches, diameter of the mica 2 inches. Body in one piece, solid brass rounded edge, with interior jointed attachment, specially jointed needle holder. Powerful and harmonious tone. Specially adapted to play all makes of records, both sapphire and needle discs.

For Main Springs, Repair Parts, and Phonograph Accessories of all kinds, get in touch with us.

Diamond Needles at $2.75 each in dozen lots. This is a special opportunity.

Get prices and terms from



EXPRESSION

Outside dimensions 2 inches diameter, diameter of the mica 1 11-16 inches. Produces that most perfect and clear tone.

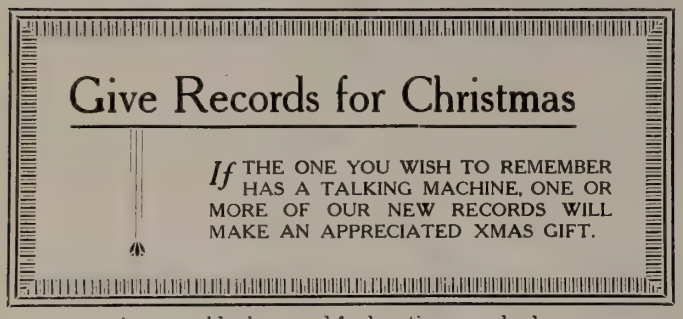
I. Montagnes & Co.

Exclusive Importers of this Special Make.

New Ryrie Building
Yonge & Shuter Sts.
Toronto, Canada

TIME SAVING IN CLOSING SALES

As he starts out from the store each morning to begin his day's labor, the outside salesman is generally supplied with a list of prospects to be worked upon that particular day or for such a fixed period as the manager may decide, and from that list the outside man, if he is good or has some luck, may close a satisfactory number of sales. In closing those sales, however, there is still another factor and that is, what about the people that were not closed?



A seasonable show card for boosting record sales.

There are, of course, a large number of prospects on the list of every house who never buy a talking machine, who are anxious to own one, and perhaps have actually made known their desires, but who, for financial or other reasons, are not in a position to become purchasers. There is also, of course, the usual proportion of loss to a competing house, maybe through superior salesmanship on the part of the competitor, through some feature of his line that makes a special appeal, or for other reasons that cannot be so readily explained. The real question, however, is that of the prospect who ultimately purchases from the house first securing the name. What about that prospect? Why the delay in selling him? If it takes twelve calls to convince a prospect that he should become a customer, why could it not have been done in six, or if it takes six, why could it not have been done in three? A call made by a salesman without direct results costs the house he is working for money. He may be drawing a salary based upon a certain quota of sales and may exceed that quota regularly and make a commission on the additional business, but the calls he makes without results are still to be checked up against him. Probably it is not his direct fault that results have not been obtained, but it is his prospect and he is responsible.

In the brilliant articles on salesmanship, there has been frequent mention made of the man who likes a hard nut to crack, who passes by the easy sales with scorn and dives right into a doubtful proposition. As a matter of fact it is human nature to take the easiest way. If an outside man has twenty prospects to call upon, and actually knows that five are practically ready to buy and that the five at the other end of the list have not yet been convinced of the value of the instrument he is selling, he is going after those who are ready to buy. The supersalesman we sometimes read about would abandon them to some of the weaker sisters of the sales force and spend his time convincing the hard ones, but the average man is going to pluck the easiest ones first every time. When it comes down to the more difficult ones, however, and becomes a question of what can be said or done that will convince them to make a quick decision, that is where the salesman can either save or spend money for his institution.

There may be a legitimate reason for putting off buying that can be so recorded on the card and the minimum of calls arranged to keep the prospect in line until he is ready to capitulate. Then there are cases where there is no real reason for holding off buying. The prospect is simply "stalling" and probably shopping around. Every visit the salesman pays to that prospect without selling means just one visit taken away from some other prospect. It means just so much time taken from the work of the house. It means just so much lost opportunity for him to increase his sales total, and sales and time undoubtedly represents money, whether the salesman is working on salary or commission.

HANDSOME BRUNSWICK PHONOGRAPH

The handsome cabinet shown herewith is a Brunswick phonograph, $2,500 model. This is, indeed, a magnificent example of cabinet-making that shows the capability of modern craftsmen to produce work of the highest excellence. The makers of the Brunswick phonograph are the Brunswick-Balke-Collender Co. of Canada, Limited, whose selling agents for the Brunswick phonograph and records in Canada are the Musical Merchandise Sales Co., Toronto.

He—I suppose you think I'm a perfect idiot?
She—Oh, dear, no. We're none of us perfect.



One of the designs of Brunswick phonographs sold by the Musical Merchandise Sales Co., of Toronto.

Six "Phonola" Business-Getters

REGISTERED JULY 11-1907



Model "Princess." Price $135
Mahogany or Early English, Golden and Fumed Oak.

The "Phonola" holds a high place for careful workmanship, quality parts, and scientific construction. It is capable of reproducing good music, the very best music, in the home, and giving it the full, rich, natural tone that does the recording artist full justice.

Secure "Phonola" particulars without delay.

Pollock Mfg. Company, Ltd.
Manufacturers of the "PHONOLA"
KITCHENER - CANADA



Model "Prince." Price $175
Mahogany or Early English, Golden and Fumed Oak.



Model "Duchess." Price $75
Mahogany or Fumed Oak.



Model "C." Price $32 50
Golden Oak or Birch Mahogany.



Model "B."
Price: Mahogany $50; Oak $45
Mahogany Golden and Fumed Oak.



Model "Duke." Price $90
Mahogany or Early English, Golden and Fumed Oak.

SONORA RETAIL STUDIOS IN TORONTO

A retail department has been opened up in their premises in the Ryrie Bldg., Toronto, by I. Montagnes & Co., Canadian distributers of the Sonora line. Mr. Harry R. Braid, well-known in talking machine circles, and who is experienced in the leading makes, is in charge of this new department. Mr. Braid returned from Montreal, where he was manager of Layton Bros. phonograph branch, to open up Messrs. Montagnes & Co.'s new department. Mr. H. V. Kautzman, formerly manager of the Mason & Risch Victrola department in Toronto, has also joined the Montagnes firm, and is engaged with their new retail branch.

Already the firm report considerable success in inducing people to call at the Sonora retail studios, as this branch is designated, located on the third floor. They have attractively fitted up premises, and are using liberal newspaper space to feature the Sonora to the public.

TALKING MACHINE NOTES

The Home Outfitting Co., of Hamilton, have opened up a branch store on James St. N., for the exclusive sale of Pathe lines. They also feature Pathe lines in their main store.

Russell L. Teeple, of the phonograph division of the George McLagan Furniture Co. Ltd., of Stratford, was a recent visitor to New York.

The Canadian Symphonola Co. Ltd., of Toronto, announce the addition of another model to their line of phonographs. This is designated Style "C" Special, and retails at $64 in fumed oak and $67 in mahogany.

The Montreal Symphonola Co., has recently been registered and opened up an office in the Mappin & Webb Building, Montreal, for the wholesaling of the Symphonola, manufactured by the Canadian Symphonola Co. Ltd., of Toronto.



Kathleen Heward, prima donna contralto, Metropolitan Opera House, New York, is here shown pressing one of her own exclusive Pathe records, in the factory of the Pathe Freres Phonograph Co. of Canada, Limited, Toronto.

WILL DISTRIBUTE LYRIC RECORDS IN CANADA

The phonograph division of the George McLagan Furniture Co., Ltd., of Stratford, has arranged to distribute Lyric records in Canada. These records are in 10 and 12 inch sizes, are all double-sided and can be played on any universal machine. They are played with steel needles. The catalogue already embraces about two hundred standard selections and the manufacturers propose to issue twenty new selections each month.

OTTO HEINEMAN CO. ACQUIRES NEEDLE PLANT

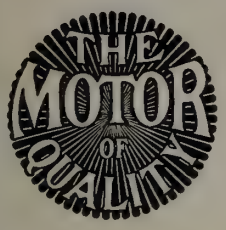
The Otto Heineman Phonograph Supply Co., Inc., has purchased the John M. Dean Corp., of Putnam, Conn., manufacturers of the Dean steel needles, and one of the best known concerns in the industry. The plant will be known as the John M. Dean division of the Otto Heineman Phonograph Supply Co., and the factory will be continued under the same management.

BETRAYED

The other night
I went to the theatre
With a low-brow friend,
And the orchestra played
"The Little Brown Jug."
And he thought
It was the national anthem
And stood up,
And I did too,
Darn him.



Style A, Playola, manufactured by the Playola Phonograph Co., Limited, of Toronto, Ont.



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: ELYRIA, OHIO; NEWARK, N. J. PUTNAM, CONN.

CHICAGO ATLANTA SEATTLE CINCINNATI TORONTO
Lumsden Building



Motor Perfection

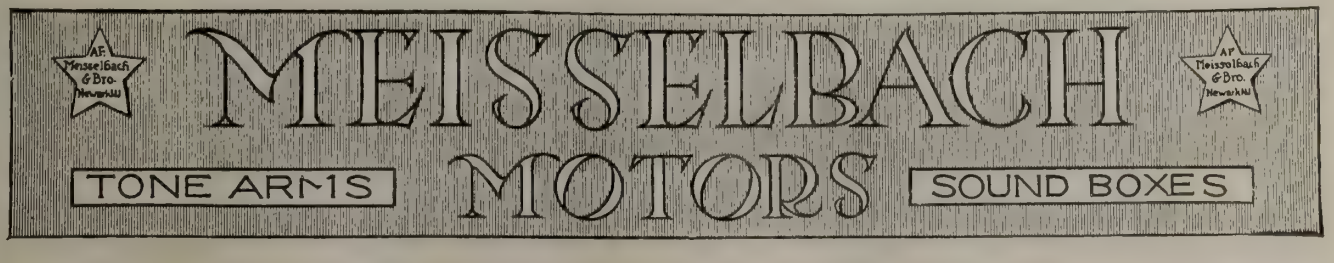
Heineman and Meisselbach Motors are known to be the best manufactured. Manufacturers using them know they are using the highest grade motors and are sure to satisfy their dealers and please their customers.

The demand for talking machines is increasing more every day, and the coming months will be the biggest in history.

Place your order for Motors, Sound Boxes, Tone Arms, and Needles "NOW."

Canadian Branch:
LUMSDEN BUILDING, TORONTO

Otto Heineman
President



QUEEN ANNE FURNITURE

In a recent advertisement, the T. Eaton Company, of Toronto, gave an interesting talk on Queen Anne designs. It is the kind of educational talk that they frequently run in their ads., and the idea is one that furniture stores might use to advantage in interesting customers in their goods.

Their talk read:

Queen Anne furniture, Queen Anne tea sets, Queen Anne gables—she is an oft-quoted lady, is Queen Anne, in the matter of household affairs. And not without reason.

She was a simple-minded woman, alternately timid and obstinate, and her husband, George of Denmark, was a dull, good-natured man. Neither was of the type to stimulate the art of the period. Yet "Good Queen Anne," as her people called her, exercised, consciously or unconsciously, a most happy influence on the history of cabinet-making and kindred crafts.

One of her biographers declares that the salon of Queen Anne was a sewing bee. We know, at any rate, from old costume prints, it was at this time the "pinner," or apron, flourished as a fashionable appendage to women's dress—attached to the most elaborate costumes. The chief dissipation of the court ladies was to meet for needlework and conversation. Read the life of Anne's lady-in-waiting and intimate friend, the beautiful Mrs. Churchill, afterwards the Duchess of Marlborough, and you will get many an interesting glimpse of these prosaic gatherings, and of how they palled, often, upon the brilliant wife of the great Duke. It was with characteristic dislike of regal pomp that Anne called the Duchess "Mrs. Freeman," and was in turn addressed by her favorite as "Mrs. Morley."

Such being the domestic spirit of the day, it is not to be wondered that articles of furniture should assume a human, feminine quality, hitherto unknown—that the stiff, rectangular lines of Elizabethan and Jacobean styles should dissolve into the soft curves of the cabriole leg and the gentle undulations of the pediments that mark the designs of the Queen Anne period.

While her life was marked by much grief and disappointment—of her seventeen children, only one survived infancy—Queene Anne was yet a martinet in trifles. She had her servants paraded before her each day that she might see if their ruffles were fresh and their periwigs dressed. But to this love of order may we not attribute the introduction of the sewing tables and writing desks which made their first appearance at this date?

THE SCRIBE.

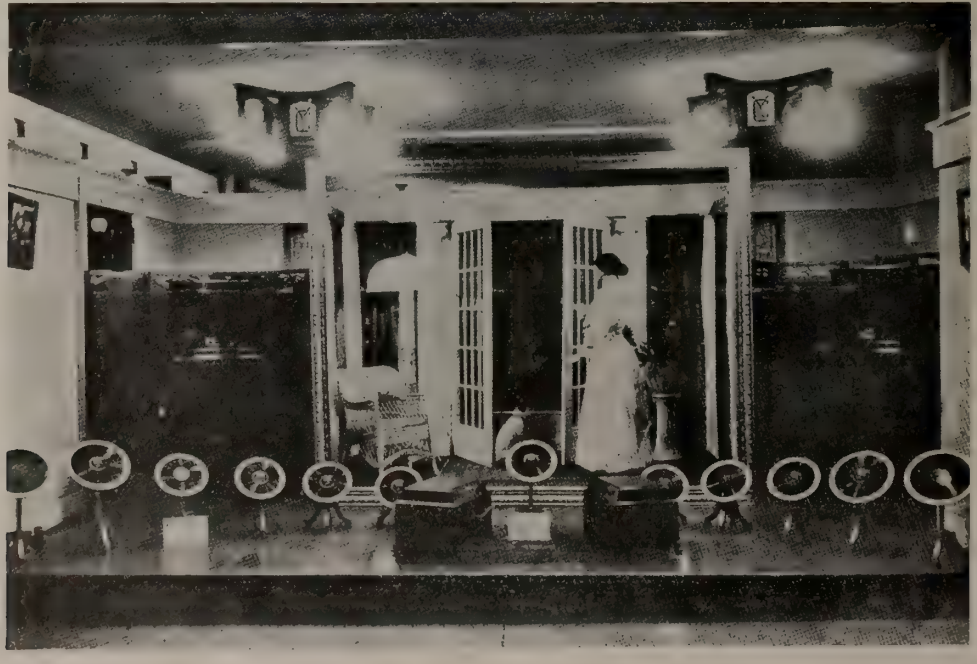
STRIKE WHILE THE IRON IS HOT

In selling a talking machine the salesman who has the assurance or feels that the sale can be closed on the next call should pound just that much harder to close the deal at once. He should be less willing to accept "no" for an answer, for that next call if given to another prospect may mean still another sale. There always is the question of lost interest. When prospects take the trouble to inquire about the details of a certain make of talking machine, or to visit the warerooms and inspect the line, they are interested. That's certain, although they may not be interested sufficiently to buy on the spur of the moment. The fact remains, however, that if a prospect is ignored or is not followed up closely, that interest, in most cases, lags with the passing of time.

When the talking machine is first seen it is much admired. The prospect feels that he must have it. The next call—it is a very fine instrument and he would like to have it. The third call—he wishes he could spare the money to buy it. The fourth call—he can't see how he will be able to finance it, and so on.

In brief, it will be well to get the order signed while the glamour of the instrument is still in the eyes of the prospect. As the old saying very aptly puts it, "strike while the iron is hot."

If you stop climbing before you get to the top of the hill you will never reach the top. You can't expect to coast up the last pitch.



Well-arranged window display of talking machines and records. Note the room arrangement and method of displaying records.

Merchandising Suggestions From Our Exchanges

Methods and ideas in furniture retailing as seen by other journals

NEW ADVERTISING IDEA

WE have just read of a furniture dealer who had a dozen photographs made of the interior of his store and who through arrangements with various store owners in other parts of the city was permitted to place these pictures on an easel in the latter's show windows. Underneath the picture was printed a description of the view, with the name and address of the furniture store.

The furniture man generally succeeded in getting the use of a window for a period of a month or so by paying a small sum of money or else giving an equivalent amount of furnishings The photograph did not take up enough space to kill the merchant's display of his own goods. Instead of the photograph being an objection from the store owner's viewpoint, some owners frankly acknowledged that it really helped the window, as being something out of the ordinary, and thus forming a target for the eye.

The plan of the furniture owner worked so satisfactorily that he became convinced that he had struck a new and valuable advertising medium. He has now contracted for a month's privilege in twenty windows eligibly located in semi-central and outlying residence districts. A nice drug store corner is a favorite place for the photo. The real punch to the scheme was its novelty. There is always force in something new.—Pacific Furniture Review.

LANGUAGE OF THE CUSTOMER

A salesman is an interpreter. He takes the technical jargon of the manufacturer and translates it into the everyday language of the public. He studies the enthusiastic claims and assertions of the producer and adapts them to the understanding and needs of the consumer.

Ask any student of languages, and he will declare that interpretation is a fine art and one at which few excel. It is an art requiring sympathy with and understanding of two languages. This is true also of selling. The manufacturer talks of woods, finishes, construction and style. The customer understands such words as strength, non-fading, polish, etc. The representative who can most easily and convincingly interpret between maker and user is the best salesman. —Southern Furniture Journal.

IT'S EASY TO WASTE MONEY

Programs and souvenir publications are rarely good advertising mediums. Money so spent is generally wasted. Better to give the cash outright to charity. Special editions of newspapers do not usually pay the advertiser. Few people read them.

Souvenirs are a big expense, and their advertising is questionable. Of course, people will ask for them, if they are worth while. But that is not proof that they pay. A judicious use of folders and booklets furnished by the manufacturers is good advertising. Discriminate between them, however. Better not distribute those whose copy exaggerates, or does not fit your store policy. Better to pay a little for good ones that will reflect credit on your store, than accept free ones from other manufacturers that boost the makers and ignore you.

Form letters are good, if they are good. But money is easily wasted this way. First know that you have the best mailing list you can compile. Be reasonably sure that these people will be interested in the subject of this particular form letter. Have a definite purpose in view with the letter. Be convinced that a letter will serve this purpose better than a newspaper ad. Write the best letter you can. Take a day or week for it if necessary. Fill it with human interest. Avoid the stereotyped phrases used in most letters. Test it out on a few first.—Furniture World.

A SYSTEM FOR BETTER ADS.

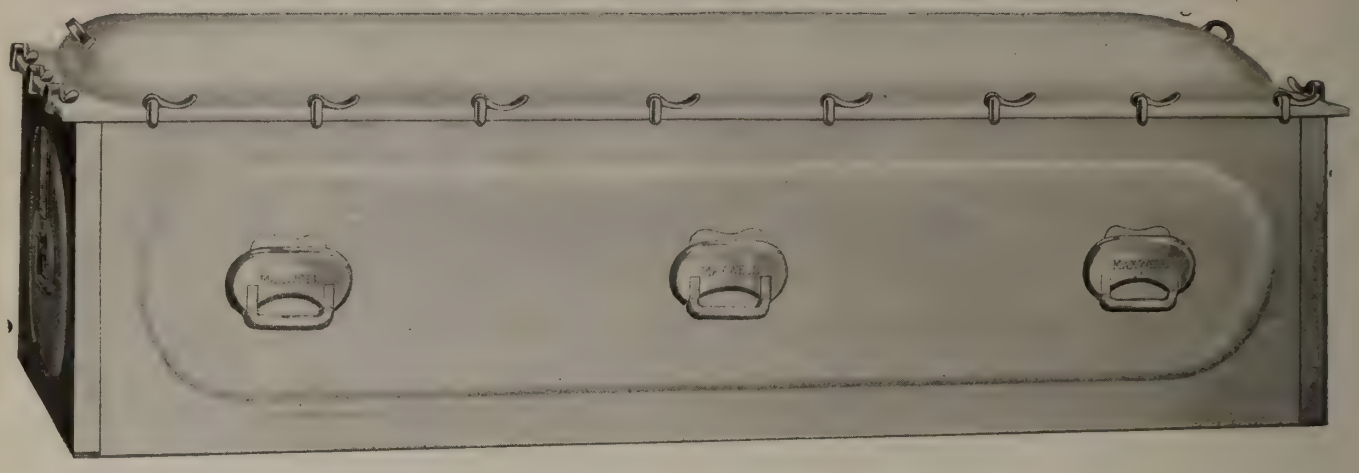
Better ads. can be written, and with much less labor, if you will systematize your work. Here is a plan as used by some furniture advertising men: First, an ordinary small index book and a sufficient number of folders, or large envelopes, are provided. In the book, indexed under "Summer Furniture," for instance, you have the date and page number of every article pertaining to summer furniture that you have read in your trade papers, and wherever you have found something that will be helpful when preparing copy on summer furniture.

In one of the folders, which will also be indexed under the same title, you will keep all of your own previous ads. on summer furniture, all of your competitors', and all from outside newspapers that you happen to run across and that look good to you. In this same folder you can also keep proofs of all of your summer furniture cuts, both feature and of actual pieces. Also any literature in the way of booklets, etc.

The same thing is done on refrigerators, on kitchen cabinets, on special sales, on openings, on holiday and gift furniture advertising—in fact, on everything you have occasion to advertise. The folder and the index book enable you to lay your hand on everything you have collected on the subject for your ad.; you find suggestion there, inspiration, help.

If you had started the system a year ago you can imagine when you start your stove advertising how convenient it would be to be able to turn to all of this data. When you start on your Thanksgiving or holiday advertising here you have an insurance against oversight—against forgetting some feature necessary to that particular advertising. It is a great help, costs nothing practically but the work of a few moments; you do not have to tax your memory with many details, leaving your mind to work on other subjects, it saves scratching your head, and it is a good plan any way you figure it.—Chicago Furniture Journal.

Maxwell Sanitary Steel Vaults



Our Customers are Assured of Superlative Quality and Prompt Delivery.

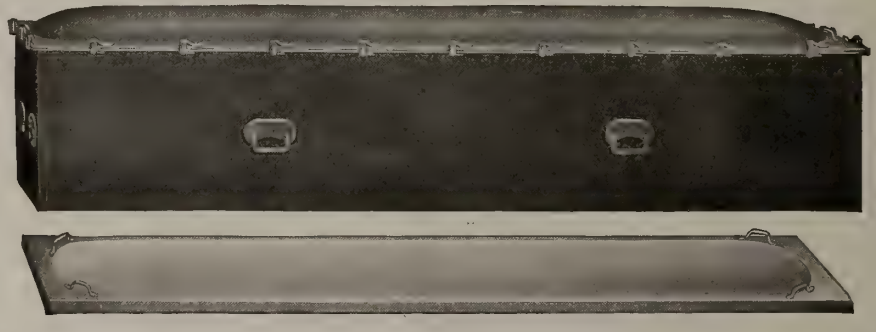
Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned Design and Construction Unequaled

Carried in Stock by All Leading Jobbers

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $30.00; Without Tray $28.00; Tray Alone $5.00

Sold by the Leading Canadian Jobbers.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

Hints and Helps for the Embalmer

By Howard S. Eckels, Ph.G.
Dean of Eckels' College of Embalming, Philadelphia, Pa.

Written for Canadian Furniture World and The Undertaker.

"HOW can I tell when I have used enough fluid in arterial embalming, and how can I guard against injecting too great a quantity?" a correspondent asks.

Do not let the fear that you may inject too much fluid worry you. In ninety-nine out of a hundred unsuccessful cases the trouble is too little and not too much fluid.

Too much raw formaldehyde will, of course, produce disastrous results, but even these should be plainly apparent and injection stopped before the operation had gone too far.

A FRIEND writes:

"Not long ago I had a case which seemed to be otherwise thoroughly embalmed, but it showed no effects of the fluid around the chin. I had used the brachial artery in the first place, but when I discovered this on the day after, I promptly took up the carotid artery. Even through this, however, I was unable to get the fluid into the chin. There was considerable discoloration, so I deemed it advisable to use the hypodermic needle rather freely, but since each puncture meant a mark on the surface, the result was not entirely satisfactory. What method should I have pursued?"

When you began the hypodermic injection you should have pulled down the lower lip and inserted the needle inside the mouth. When the lip went back into place all marks would have been hidden and the chin and lower lip would have looked as natural as any other part of the body.

G. B. H., of Nuremburg, Pennsylvania, writes: "Will you kindly advise me how you would care for the bodies dying from malaria or any other case in which methylene blue has been administered?"

I would advise you not to inject an embalming fluid that contains any iron preparation into a body of a person who has taken methylene blue for medicinal purposes before death. If you do, a discolored body is inevitable. You will find Dioxin Fluid admirable for these cases, because it contains no acids, iron or inorganic poisons, and also no astringent nor unmodified formaldehyde.

M. J. B., Davenport, Iowa, writes as follows: "I had a posted case, the other day, on which I secured reasonable satisfactory results, and yet of which I am very much ashamed. Somehow or other I lost my nerve and after injecting the upper part of the body to get the face in the best condition possible, my confidence went back on me and I depended entirely on cavity embalming with the needle for preservation. I know, theoretically at least, the circulation and what I should have done, but when I stood there before that body I just couldn't seem to brace myself to do what I should have done to make a scientific job. It got by the family all right, but I never want to see such another body in my charge go into church."

I never could quite understand why any embalmer,

COLUMBIA'S PLEA

Written specially for and respectfully dedicted to the Order of the Purple Cross, with the compliments of "Angus," a Canadian friend of the embalming profession. This is the first of a series of poems which the author has consented to write for Canadian Furniture World and The Undertaker.

Slowly and lowly I'd bear in my gloom
Every shell-shattered corpse to its own native tomb.

. . . . .

America! Thy tranquil hour is past.
Once more the hosts are gathering to the blast
Of mart and bugles. Thy thundering drums
Beat louder to the cheers, and each who comes
Is precious now. Will you their dust neglect?
Will you not now enhance by due respect
The heroic dead—Claim from an alien sod
Dust consecrated to the cause of God?

By just enactment of our righteous laws
You've trained and prompted men in common cause.
Bade science lend her aid to martial art,
To prove each worthy of his glorious part.
Added true spirit and departing cheers
To many a matron's—many a maiden's tears.
My sons face dangers of the field and sea,
That by their deeds you may have liberty
And every blessing sacred to the hearth.
Shall they be tombed, unknown, in alien earth?
Each son, each brother, and the widow's stay—
All much beloved—must they depart away
Because they dared the fringes of the earth
To cross, to save the land that gave them birth?
Turn no deaf ear while silent voices cry:
"Accept us back. Have we not dared to die?
Don't forget. Do not forget." That call
May yet reverberate throughout this hall
Wherein you stand the chosen of our land.
Reclaim, reclaim. Bring back their native mould
To mingle with the dust they knew of old.
As boys they revelled in their joyous glee
Where whence their dust must ever sacred be.
Let science shatter brow and limb and nerve,
Yet human matter science shall preserve.
If you as statesmen act as man to man
Then give Columbia each American!
Nor count their ashes as a total loss
While true men live to wear a Purple Cross.

—ANGUS.

who knows the circulation of the blood, should lose his nerve in the presence of posted cases. Perhaps, it is another case of "giving a dog a bad name." At any rate, many otherwise very capable embalmers seem to go to pieces in the presence of such cases with such a bad name. Certainly, there is nothing in a posted case that will do more than cause a little extra work. Any one who knows how to make a ligature and who knows the circulation, can produce as good results in a posted case as in any other. This is not true of drowning and many other cases, for there skill has a great deal to do with results. Personally I feel that a posted body imposes nothing more upon me than a little extra labor, the results of which amply repay me.

Chance for Post Graduate Course

Those members of the C. E. A. who attended the late convention at Toronto, must have been forcibly taken with the excellent addresses on embalming given by Prof. Chas. O. Dhonau. On many sides those addresses were reckoned to be the best series ever delivered before this body of funeral directors.



Fine new auto hearse which A. L. Oatman, funeral director at Tillsonburg, Ont., recently added to his equipment.

In connection with his work in the Cincinnati General Hospital, of which he is pathological instructor, Prof. Dhonau handles or supervises the embalming of over a thousand bodies in a year. This gives him exceptional opportunities to test, demonstrate and investigate many features of his work likely to be interesting and indeed valuable to embalmers and funeral directors generally.

So much matter and so many varied features have been brought forth in this work that Prof. Dhonau conceived the idea of embodying all these facts in a paper while the matter was fresh in his mind. The result is "The Journal of Research in Embalming and Allied Sciences," a monthly paper which is really a post-graduate course for the practical embalmer. Attendants at the late convention received a copy of this paper and know its worth, and all our readers of Canadian Furniture World and The Undertaker will have received a copy of the "Journal of Research," ere they get this paper. If you have not received your copy write to us for it.

Canadian Furniture World and The Undertaker has been fortunate in arranging with Prof. Dhonau a clubbing proposition by which our subscribers may receive both papers at a specially low rate. The editor of Furniture World and The Undertaker is the specially appointed representative of the Journal of Research in Canada, and all subscriptions should be sent direct to him.

Our regular subscription rate for Canadian Furniture World and The Undertaker, is per year	$ 1.00
The regular subscription rate for the Journal of Research in Embalming and Allied Sciences is per year	1.00
Or both would cost	2.00
Our special rate for both papers is	$ 1.50

In addition we will send both papers until the end of 1918 for this price to funeral directors sending in subscriptions during this month, and added to this we will send (as long as they last) back numbers of "Research Journal," from August issue.

Here is an opportunity to get all the Canadian professional news and all the latest professional ideas contained in these two papers for a small fraction of the cost of gathering and compiling the information.

Address club subscriptions to—

JAMES O'HAGAN,
Editor, Canadian Furniture World and The Undertaker, Toronto, Ont.

VISITOR RELATES HIS EXPERIENCE

Mr. H. M. Purviance, the Huntingdon, Ind., funeral director who was a guest at the late C. E. A. convention, on his return home delivered an address before the local Red Cross Society, telling of his visit to Toronto, and of the doings of the Red Cross in Canada. Mr. Purviance favored Canadian Furniture World and The Undertaker with a copy of the address, which was also reported in extenso in The Huntington Herald.

Mr. Purviance came to Canada on Red Cross work, visiting Walkerville, Toronto, Montreal and Ottawa. His experience in those cities formed the basis of his address.

PRESENT CASKET MAKING CONDITIONS

Judging from the reports of casket makers in the United States, the cost of doing business is steadily increasing, and there appears to be no let up in the constant rise in materials, with transportation difficulties at times almost insurmountable. Until the recent reduction in night and Sunday work, managers stated that there had been a steady drift of labor towards other lines where hours were easier.

CASKET TRAVELLERS CONVENE

The Casket Travellers' Association of America, met in Syracuse, N.Y., last month for their eighth annual convention in the St. Cloud Hotel, with President Simeon Will conducting the proceedings. The membership is now 180, 52 new members being enrolled within the year. W. G. Evel, Hamilton, was the only Canadian present. He was elected a state vice-president, to represent Ontario.

The labor unions in St. Louis are trying to have Sunday funerals discontinued.

Mechanics and Chemistry of Blood Removal

Address delivered by Prof. Chas. O. Dhonau before recent Canadian Embalmers' Association Convention at Toronto.

The success of an embalmer, to be uniform, must depend upon the use of definite laws and rules.
Science is simply knowledge reduced to laws and rules

THAT there is little science in the work of the embalmer is acknowledged by all, even by the embalmer himself. This makes him all the more anxious to learn how his work may be perfected until it may be called a science. We hope to contribute something during this meeting toward that end.

Blood is made up of liquids and solids. The liquid is known as blood plasma and the solids are known as corpuscles. These corpuscles are so very small it takes a high power microscope to disclose them to the eye; they measure about 1-3200 inch in diameter.

Arterial blood contains about 25 per cent. of carbon di-oxide or carbonic acid gas. You are taught ordinarily that all this gas is removed by the lungs as venous blood passes through them. That this is not so is attested to by all the physiological chemists.

Venous blood contains about 45 per cent. of carbon di-oxide or carbonic acid gas. Arterial blood with 25 per cent. of carbonic acid gas has a bright scarlet color in the blood vessels. Venous blood with 45 per cent. of carbonic acid gas has a dull red color in the blood vessels. Seen through the veins, venous blood appears to be blue in color, but when the vein is opened you see that it is not blue, but dull red. The difference in color between dull red and blue is simply the difference in the number of color vibrations that are absorbed by the wall of the vein. Thus, dull red with more color vibrations is seen as blue through the wall of the vein because the wall of the vein subtracts from the number of color vibrations as the color passes through.

The congestion of bright scarlet arterial blood in the capillary vessels of the skin of the face, seen when the person blushes, gives this skin a momentary red color, because the arterial blood being pumped into these vessels by a rapid heart action, is brighter to begin with, and sufficient color vibrations are not absorbed by the skin to make the color blue. When the quality of the blood is not so good—when disease for instance reduces its quality—the congestion of the blood in the vessels of the skin gives a blue color to the skin; proof that the blood itself was not of good quality when it became congested in these vessels. The congestion of dull red or venous blood in the capillaries of the skin of the face is represented externally by a blue or black color, depending upon the amount of carbonic acid gas in the blood. This sometimes appears just preceding death, when, in medical parlance, the condition is known as cyanosis. The longer this congestion exists and the more congestion there is, the darker the color becomes because the color depends upon the quantity of carbonic acid gas there is in the blood and the quantity of carbonic acid gas always increases when the circulation is not perfect or when there is no respiration or breathing to supply oxygen.

At this point the professor illustrated on the blackboard an enlarged blood vessel, to show the relation of the corpuscles to the walls, and he related an incident of an examination question put to applicants for license by the Michigan State Board. The question was as follows: "How would you distinguish arteries, capillaries and veins, if you dissected them from a body?" How many here know how to distinguish arteries, capillaries and veins, asked the professor. (No answer). There is quite a kick in that question. You may dissect arteries and veins, of the larger class, from the body, but you cannot dissect the capillaries from the tissue. When you dissect the arteries and veins you destroy the tissue—and, capillaries form an important part of the tissues, and furthermore, as you will remember, the capillaries are so small you could not see them to do this dissection. It is in the veins and capillaries that the most blood is found in the dead body. The usual exception is in those cases where death is sudden.

Quoting from a work on "Physical Science" we find that there are certain physical laws that affect the behavior of blood after death. Newton's first law of motion, for instance, shows that every body (or matter) continues in a state of rest or of uniform motion in a straight line, except insofar as it may be compelled by force to change that state. It is not possible for blood to remain in a state of rest in the body because the law of gravity, which in that case is a force, causes it to settle or gravitate toward the most dependent parts of the body.

Thus we see produced the congestion of blood in the vessels that lie closest to the skin of the back that produces the color on the back that we call cadaveric lividity.

Liquid may be forced into a glass tube with a very small diameter, and, when upturned, the water will not run out. This is given to explain that blood does not always gravitate out of the capillaries and smaller vessels. This is due to the working of another physical law: the law of capillary attraction. The attraction of the wall of the vessel for the liquid contained in the vessel holds it in a position of rest, from which it will not move until some force is applied.

Force is used in massaging. Massage contracts capillaries momentarily, forcing their contents to move on, providing these contents are in liquid condition. Therefore, massage suspends the law of capillary attraction because you are using force to cause the vessels to contract momentarily. If there is so much blood in the vessels that enough of it does not pass to what we call the lower levels of the body to allow the upper vessels to empty themselves and thus reduce or eliminate the discoloration, the embalmer takes a hand in the process himself—providing more room below for the blood—by removing some himself. He then completes the removal by massaging and overcoming capillary attraction.

At times the foregoing methods are not sufficient, and we must use another force with which to overcome the discoloration. At this time we use Newton's second law of motion. We inject an embalming fluid or still better, a capillary wash, and change the motion of the blood from downward to a sideway movement, forcing it to pass sideways into the venous channels, from which we drain it into the proper receptacle. In this method, the statement has been made to you that the fluid or the wash mixes with the blood in the capillaries and thus helps you to move it on and out. We must criticise such a statement. These vessels are so small that before the fluid or wash can gain an entrance to them, the fluid or wash must first ram-rod the blood

out; therefore, the only point where there could possibly be any mixing of wash or fluid and blood would be at that point where the fluid or wash is actually in contact with the column of blood ram-rodding it along and out of the vessels.

For various liquids and the same temperature, and in tubes of the same diameter, the heights to which liquids will rise varies with the nature of the liquid. As water rises in these tubes to a greater degree than a heavier solution, we use a watery non-astringent capillary wash in cases that demand the capillary wash treatment. According to the third law of capillary action, the height to which a liquid rises in a capillary tube diminishes as the temperature of the liquid increases; thus, we would obtain a better natural penetration of capillaries (without much force behind it) with a cold solution.

Since it is the rule for a liquid to move in a straight line from one place to another, we may conclude by saying that the blood, fluid or wash, moves most rapidly through those capillaries that give a straight line pathway from an artery to a vein. It is due to this law that we have difficulty at times in removing a stated blood discoloration even though we inject a lot of fluid and drain considerable blood and fluid from the vein. We have no assurance in drainage cases that



Motor hearse just put into commission by J. MacPherson & Son, Delhi, Ont. It is built on a Hupmobile chassis of latest design. Rear doors and centre panels are of British bevelled leaded plate glass. Hards, Timpson & Co., Toronto, are the builders.

the fluid or wash is going to pass into the by-paths among the capillaries unless we hold back on our drainage at times during the injection to force the fluid or wash to take a wider path through the circulation. Therefore it is bad practice to keep the drainage tube open continuously while the injection is going on. We prefer an intermittent method where we drain during the injection of alternate pints or quarts of the injection; especially, in those cases which seem to resist the force of the fluid or wash as a flexible mechanical ram-rodding capillary cleanser, the only function of the so-called capillary washes.

PROFESSIONAL NOTES

Mrs. Belleghem, wife of D. Belleghem, funeral director, Peterborough, Ont., died on October 8, at her home, 190 Hunter St., that city.

Chris. Dreisinger, of Elmira, has formed a partnership with J. Letter & Son, furniture dealers and funeral directors, Waterloo, Ont. The new firm name is Letter & Dreisinger.

F. Slaght, of Wellandport, Ont., has taken over the furniture and funeral directing business of W. C. Brown & Son, Alvinston, Ont.

J. A. Ried, of Banff, Alta., is just finishing a beautiful new bungalow, his former residence is to be used as his undertaking quarters, and when remodeled to suit the purpose will have very modern facilities.

H. J. McKenzie, formerly with Fred. Wray, of Montreal, is now managing the undertaking business of J. L. Gordon, in Kamloops, B.C. Mr. McKenzie likes the west very much, and since Mr. Gordon is much pleased with his new undertaker, conditions seem perfectly mutual, and the friends of both gentlemen look forward to success on the part of each, with the concern thus strengthened.

Milton McIntyre, formerly of Toronto, and a nephew of Mr. Bates, of the Bates and Dodds firm of that city, is now the funeral director for the Dominion Undertaking Parlors, Vancouver, B.C., making himself right at home among the people of Vancouver, where he has many friends.

T. J. Kearney & Co., have just installed a new Cadillac motor ambulance, in Vancouver, B.C., which is being very favorably accepted by the medical profession and the hospitals of that city.

WON ECKARDT LAWN BOWLING TROPHY

The sixth annual Eckardt Lawn Bowling Trophy Tournament took place on the Unionville, Ont., greens this year on September 10, 11 and 12. Twelve rinks competed, Unionville, Markham, Stouffville and Almira. Mr. A. J. H. Eckardt, the donor of the trophy, was called to Buffalo on business, so could not be present. The competition was keen, A. L. Brown's Unionville rink winning by one point after three extra ends had been played. The win was a popular one, especially as one of the winners was "Uncle" John Eckardt, an uncle of the donor, and a man well up in the seventies.

A STRONG RECOMMENDATION

Mr. A. W. Murray, of Amherst, N.S., writes this interesting letter to the editor of Canadian Furniture World and The Undertaker:

"I notice in the September number of your valuable paper an account of a body embalmed in Fernie, B.C., with "Champion" fluid which was keeping very well. I think I can go one better. In the year 1886 I embalmed H. C. G. Ketchum, the promoter of the Chignecto Ship Railway, with "Champion" fluid. Seventeen years afterwards I moved the body from Tidnish, N.S., to Sackville, N.B., at the request of his widow. The body looked as natural as when he died. Several who knew him before he died told me that he looked as he did when he died."

Frank E. Campbell and The Funeral Church, 1970 Broadway, New York City, have leased from the Land Improvement Company, the street level floor of the adjoining building, at Nos. 1964-68 Broadway, says The Casket, and will, after extensive alterations occupy the building with a large floral establishment to be conducted in conjunction with his undertaking and ambulance business. The new lease gives Mr. Campbell, who is one of the world's greatest funeral directors, control of much of the East Side of Broadway between Sixty-sixth and Sixty-seventh Sts.

A Danville, Ill., undertaker advertised a complete funeral for $1, including a casket, embalming, shroud, hearse, etc., for any one who managed to die between the hours of 6 a.m., and 6 p.m. on a certain day recently.

Mayer & Raymond, undertakers, Granby, Que., have been registered.

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These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted **DIOXIN**, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He **KNOWS** that he has the Best Fluid in the world and he will tell you **WHY**.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using **DIOXIN**.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit **DIOXIN** Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out **DIOXIN** as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that **DIOXIN IS** the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before **DIOXIN** will be used by every funeral director who demands the best.

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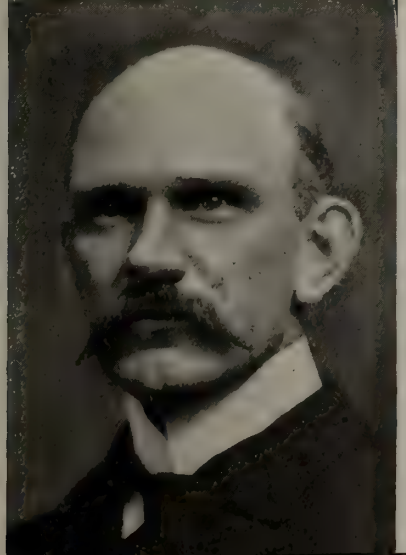
H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

AFTERMATH OF THE CONVENTION

An interested visitor to this year's convention was Harmon M. Purviance, of Huntington, Ind. Mr. Purviance came over to Canada in the interests of Red Cross and patriotic work, and while here gave a short talk to the C. E. A. He was formerly president of the Indiana Association.

Mr. Purviance, in conversation with Canadian Furniture World and The Undertaker, told an interesting story of an exhumation from an old cemetery in his city, of a body that had been buried 58 years by his predecessor in business. The body was buried in 1859; later the cemetery was abandoned, and finally was sold for residential purposes. Recently the owner of part of the land decided to build. To do this he had to remove a monument that stood in his lot. He had the grave opened, Mr. Purviance being called in to look after the arrangements and re-burial.

To the surprise of all it was found that though this casket was covered by more than a foot of water, when brought to the surface it was seen to be in perfect condition, and the body within was in an excellent state of preservation. The features of the corpse, that of a middle aged man, were perfect, and the aged physician, now more than 88 years old, but still active in mind and body, who had attended the deceased in his last illness easily identified the body.





Three big guns at the convention. W. H. ("Deacon") Henderson, of the Evel Casket Co., the orator at the banquet; "Johnnie" Snow, of Halifax, and G. H. McKane, of Saskatoon, the furthest east and the furthest west visitors.



Bright Ottawa Funeral Directors

Below we show a couple of illustrations of part of the equipment of Brady & Harris, funeral directors, Ottawa, Ont., one of the brighest and most up-to-date firms in the Dominion. At the recent Ottawa Exhibition, Brady & Harris made a display of their funeral and ambulance service—an unusual publicity stunt thought by some, but one that just shows how progressive this firm is.

Brady & Harris showed their new funeral car, made for them by Crane & Breed, Cincinnati, Ohio, after a design sent them by the firm. This is a new type of funeral car and the only one of its kind in Canada. The entire carving on the car was done by hand, and carries out a drapery effect which is both beautiful and impressive. There are no glass sides, and the departed is not carried in a moving showcase for the crowds to gaze on, but in a manner that is sacred to themselves and respectful to the family and friends.

A new motor ambulance was also displayed. This ambulance is complete in every detail, insuring the utmost comfort to the patients. The interior is finished in Morocco leather. There are two side doors giving perfect ventilation and a specially designed chassis makes the riding of the car extremely smooth. The cot bed is equipped with an adjustable head piece and Marshall sanitary mattress.

Refined service is the motto of the firm, and Brady & Harris have taken the city of Ottawa's slogan—"Advance"—as their watchword. The firm is composed of D. J. Harris, D. Roy Harris and F. W. Harris, the latter of whom enlisted and is now overseas. Their funeral parlors are at 375 Lisgar St.

The firm of Brady & Harris is one of the oldest established undertaking concerns in Ottawa. Philip Brady founded the business in the early sixties. In 1886 Donald James Harris became a partner and assumed the managership of the firm. His genial disposition and strict attention to business won him the confidence of a large portion of the community. At this time the growth of the business necessitated the firm moving from 85 York St., to larger premises on Wellington St.

With the demise of Mr. Brady, in 1905, new blood was taken into the firm in the person of D. Roy Harris, son of Mr. D. J. Harris. "Roy," as he is familiarly known, installed the ambulance department in 1909, and also planned and supervised the building of new quarters at 375 Lisgar St., where the business is now located. This building is second to none as a modern undertaking establishment, having public and private offices, a show room displaying thirty cases, funeral chapel and mortuary. A commodious barn and garage are at the rear.

Frank W. Harris, another son, now on active service, entered the business in 1912, thus making it possible for the firm to direct three funerals of a morning, and have a "Harris" at the head of each procession, a feature much appreciated by the clientele of this progressive house.

Particular attention has been given to equipment and nothing has been spared to place at the disposal of the public the best that can be had. The accompanying cuts speak for themselves. "We will," said Mr. Harris to Canadian Furniture World and The Undertaker, "be glad to have any brother funeral directors call on us. Co-operation will do much to bring our profession to the high plane where it belongs."

PROFESSIONAL NOTES

M. J. Mahon, the furniture dealer and undertaker of Sault Ste. Marie, Ont., is a great booster for the Red Cross and hospitals campaign in his town. His chief assistant is Mrs. Mahon, who makes the nifty little flower tags. Both of them have conducted profitable tag days in furtherance of their local institutions.

The firm of Henderson & Co., of Port Arthur, Ont., has been changed to Henderson & Macnamee. Mr. Macnamee is late of Winnipeg, and was formerly the junior member of the firm of Kerr and Macnamee, of that city.

W. J. Barker, of Winnipeg, Man., has just added a most elaborate motor hearse, service wagon and seven passenger limousine to his equipment. Mr. Barker went to Winnipeg only three years ago, from Ontario, and since that time has met with remarkable success and made many friends in the city of his choice.

P. A. Chapman, formerly with Thompson & Co., Winnipeg, Man., has just succeeded Geo. E. Bowker, of Regina, Sask., in business there. The new firm will be conducted under the name of The Regina Burial Co. Mr. Chapman is a young man of exceptional merits, and his many friends wish him unlimited success in his new location.

T. S. Fetterly, of Lethbridge, Alta., has recently added a new motor hearse to his equipment, which from all reports is taking very well in that location. so well, says Mr. Fetterly, that he is of the opinion that Lethbridge in all of its late and unprecedented prosperity, will demand of him about two more "gasoline rigs"—all of which will sound like music to the firm of Greer & Son, who supply his rolling stock.





Part of the equipment of Brady & Harris, in front of their parlors at 375 Lisgar Street, Ottawa.

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Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont.—
Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Hamilton—
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59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Huntsville—
Hilliar, Joseph.

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F. W. Keeler and R. A. Skinner, props.

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Kingston—
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150 Mississaga St.

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Ralph, Jas. Phone 102.

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88-92 Ontario St.
White & Co., 80 Ontario St.
Down & Fleming,
94 Ontario St.

Toronto—
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Washington, Fleury Burial Co., 685 Queen St. E.
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
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Wallaceburg—
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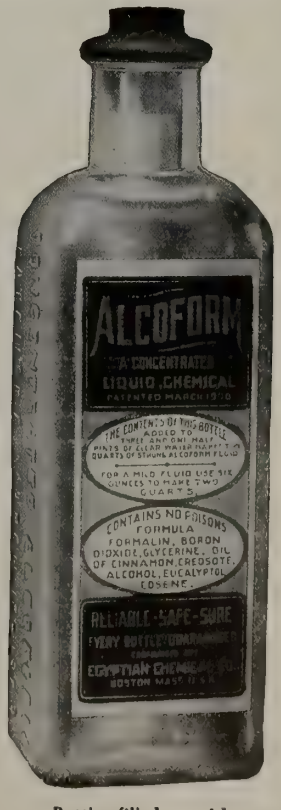
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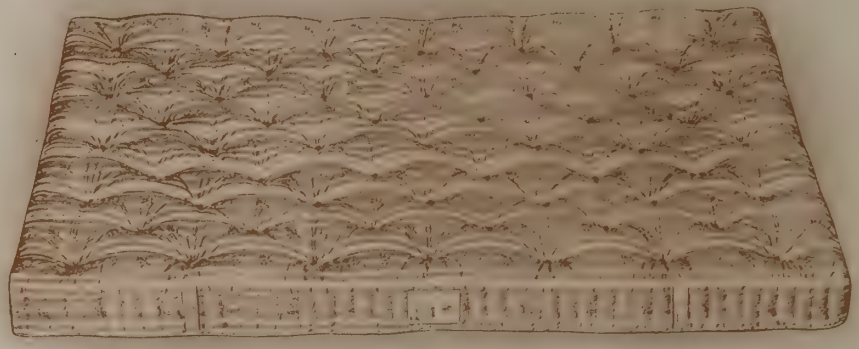
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Vol. 7 No. 12 DECEMBER, 1917

Canadian Furniture World and the Undertaker

Published by the Commercial Press, Limited, 32 Colborne Street, Toronto



Greetings

WE EXTEND TO ALL OUR FRIENDS AND CUSTOMERS OUR WISHES FOR A MERRY CHRISTMAS AND A HAPPY NEW YEAR.

WHILE THE SHADOW OF SADNESS WILL HANG OVER MANY HOMES THIS COMING NEW YEAR, AND THE PATH THAT LEADS ON IS STREWN WITH SORROW AND STRUGGLES, LET US, LIKE TRUE SPARTANS RISE TO THE TASK AND "CARRY ON."

The George McLagan Furniture Co., Limited

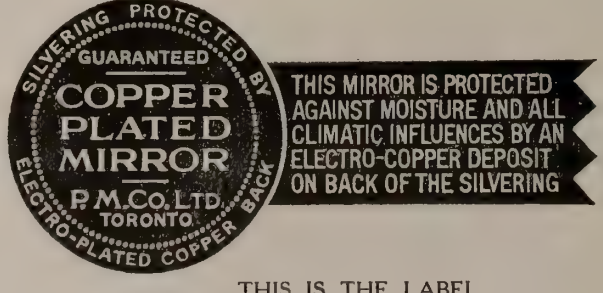
Stratford, Ontario

We Wish all of our customers
A Merry Christmas
and
A Prosperous New Year

JOHN C. MUNDELL & COMPANY, LIMITED
FURNITURE MAKERS
ELORA :: ONT.

OUR CAMPAIGN

for COPPER PLATED MIRRORS is on, and the blue label with the all-time guarantee is being shown on the mirrors of more furniture as the value of this guarantee is realized. Remember! The silvering of COPPER PLATED MIRRORS is guaranteed by the manufacturers, not for one year only, but **for all time,** against moisture, heat or cold. Absolutely no clouding or discoloration will appear in the silvering of mirrors that are copper plated.



THIS IS THE LABEL.

PHILLIPS MANUFACTURING CO., LIMITED
258 to 326 CARLAW AVE. TORONTO, ONTARIO

MADE IN **STRATFORD** CANADA

DO you, Mr. Furniture Dealer, realize the trade advantages of the man who goes to the furniture market instead of making the market come to him?

He gets the *new* things and he gets them *first*.

He gets the *personal* attention of the manufacturer.

He gets the *service* and every ounce of it the manufacturer can give him.

He can see, feel, and inspect the furniture he buys.

STRATFORD FURNITURE EXHIBITION

January 10 to 19.

We want the furniture dealers of Canada to come and visit us in January, and we want each dealer to stay with us two or three days. We have the hotel accommodation, and we have the class and variety of furniture you need in your store. Go through each of our large factories and showrooms, and take your time doing it. We are satisfied that two or three days spent in Stratford will be a great benefit to you. We are glad to have you come and visit us at any time, but we are better prepared than ever to show our goods during this Exhibition.

JANUARY 10 to 19.

MADE IN STRATFORD CANADA

FARQUHARSON-GIFFORD

Living Room Furniture

This handsome Chesterfield and Chair is one of the many new designs being shown by the Farquharson-Gifford Co., Limited, at the

FURNITURE EXHIBITION

at Stratford, JANUARY 10 to 19

We invite you to come and inspect our line in January. You will be interested in the display, and we are confident your visit will be profitable.



No. 801



No. 800

The Farquharson-Gifford Company, Limited

SPECIALISTS IN DAVENPORT BEDS AND LIVING ROOM FURNITURE

Stratford :': Ontario

MADE IN STRATFORD CANADA

MAKE THIS A
GLOBE-WERNICKE CHRISTMAS
AMONG YOUR CUSTOMERS



Creates
A Merry Christmas
at
Christmas Time



Makes
A Happy New Year
from
Year to Year

You can add to your customer's enjoyment at Christmas time, and, you are creating continued satisfaction from year to year by featuring this *Globe-Wernicke* line. Order at once so that you may be prepared for the holiday rush.

STRATFORD **The Globe-Wernicke Co. Ltd.** ONTARIO

MADE IN STRATFORD CANADA

A Merry Christmas



WE WISH TO CONVEY THROUGH THE MEDIUM OF THIS PAPER OUR SINCEREST WISHES FOR A MERRY CHRISTMAS AND A PROSPEROUS NEW YEAR TO THE FURNITURE TRADE OF CANADA, WHO HAVE SO LIBERALLY PATRONIZED US DURING THE PAST YEAR ✻ ✻ MAY YOUR NEXT YEAR'S BUSINESS BE THE BIGGEST EVER! WE CAN'T WISH YOU BETTER ✻ ✻ ✻ ✻

Imperial Rattan Co., Limited -- Stratford, Ont.

WANT ADS BRING RESULTS

✻

2 cents per word per insertion

THE CANADIAN FURNITURE WORLD

IF you have something for sale try a want ad. in our ad. column, and you will be surprised at the results.

32 COLBORNE STREET TORONTO

OUR CIRCULATION COVERS THE FIELD

✻

2 cents per word per insertion

MADE IN STRATFORD CANADA

Getting Adequate Xmas Results

The appeal of Stratford Chairs to the beauty-loving public is a guarantee of adequate results—satisfactory sales.

The finest materials are used, with high-class, conscientious workmanship. Nevertheless the prices are kept within the limits which experience has shown to be at once the most attractive and profitable to the dealer.





We extend to one and all best wishes
for a
Bright, Merry Christmas and Prosperous New Year.

The Stratford Chair Company, Limited

Stratford Ontario



To you and yours

The best wishes of The Chesley Furniture Company, Limited, to their friends and patrons is—That one and all may have a Merry Christmas and health and prosperity throughout the coming year. May Old Dame Fortune be liberal with her smiles and Father Time deal lightly with you.

"TWINS" will be a large factor in helping the furniture dealers of Canada to greater successes during the coming year.

CHESLEY FURNITURE COMPANY
LIMITED

CHESLEY ONTARIO



The Parlor Furniture Line

We beg to introduce one of our latest designs in Living Room Suites



This suite of newest design—352—made with spring back and spring edge, may be had with either spring seat or loose cushion, upholstered in tapestry, denim, imitation leather or solid leather.

■

In stuff-over goods we have a large variety, such as davenports, living room suites and odd chairs.

Also we manufacture three-piece and five-piece suites.

We specialize in wire-back chairs, those of the flexible sort you have found it so hard to get during the past few years.





REMEMBER!

Our permanent wholesale showrooms at
518 Rachel St. East, Montreal
are open all the year round, offering the dealer with a prospective customer every opportunity to make a sale.

Respectfully calling the attention of dealers to our large variety of upholstered goods, we wish to announce that we now have travellers covering Canada from coast to coast. One of these will be calling very soon with our full lines. A sample order placed with us will be mutually profitable. Give us a trial! We ship promptly!

Parlor Furniture Manufacturers Limited

POINTE-AUX-TREMBLES, QUE.
(Near MONTREAL.)

YOU KNOW US AS THE BEST HOUSE

WITH THE BEST GOODS

Our 1918 line of Burnished, Antique, Gold Embossed Frames, will be *new, every one.*
So, for 1918, *why not have 1918 lines?*

THE BIG CANADIAN MOULDING HOUSE

MATTHEWS BROS., LIMITED

1906 DUNDAS STREET WEST TORONTO, CANADA



Write for special offer to buyers in gross lots. Orders filled promptly.

For Your Christmas Trade

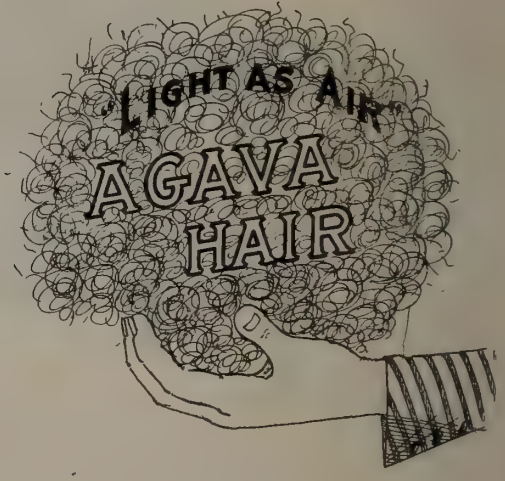
Put in a window display of Elite Folding Tables and remind your customers that nothing could be more acceptable as a Christmas gift. For the long winter evenings—for card parties and holiday entertainments—the

ELITE FOLDING TABLE

has come to be looked upon as a positive necessity in thousands of Canadian homes from coast to coast. Are you selling as many as you might? Try a holiday display showing the "Elite" in use. It makes a mighty attractive window with a couple of wax figures to set off its advantages.

Hourd & Co., Limited *Sole Licensees and Manufacturers* Dept. W LONDON

AGAVA HAIR



Has been giving the best results. Light and airy, with an elasticity and springiness that responds under all kinds of treatment and atmospheric conditions.

ODORLESS DUSTLESS VERMIN PROOF

Has all the appearance and results of horse hair without the defects, and many times cheaper.

The Mattress Filling that "Comes Back"

THE CANADIAN FEATHER & MATTRESS CO., Limited

TORONTO ONTARIO

THE GOLD MEDAL LINE

CHRISTMAS CHAIRS AND ROCKERS

Ready to Ship

Brighten up your stock with these suitable lines.



No. 766—Chair or Rocker



No. 745—Chair or Rocker



No. 751—Chair or Rocker



No. 750—Chair or Rocker



No. 749—Chair or Rocker



No. 757—Chair or Rocker

See our catalogue for other designs.

The Gold Medal Furniture Mfg. Company, Limited

TORONTO, MONTREAL, WINNIPEG, and UXBRIDGE.

GET THIS SUITE ON YOUR FLOOR—NOW

The holiday season is upon us; is your stock complete? This Diningroom Suite is constructed in birch, finished surface oak. It is built and designed with very nice proportions and is of an extremely low price. During these days when dollars are so precious and your customers looking for real value, this suite will sell quickly. Shipment can be made immediately. Write us now for prices.



No. 103

A Good Seller for Christmas Trade

Victoriaville Furniture has more style and individuality that other medium-priced furniture—the demand is always steady and the quality never varies.

The Victoriaville Furniture Company

(*Manufacturers of Medium Furniture*)

VICTORIAVILLE, QUEBEC

Chairs for Christmas

Possibly more individual Chairs are sold for Christmas presents than any other class of furniture.

There's a mighty big selection of suitable gift chairs in the

VICTORIAVILLE LINE



THE RANGE EMBRACES:—

Verandah Chairs In Double Cane Seats and Ash Splint Seats.

Wooden Chairs In Big Variety of Designs and Finishes.

Reed and Rattan Furniture In Artistic Models.

Kindergarten Sets

ALL BIG BOOSTERS FOR THE HOLIDAY SEASON

Send in your orders at once and get these goods on your floor

Canadian Rattan Chair Company, Limited

VICTORIAVILLE, QUEBEC

DU PONT FABRIKOID
REG U. S. PAT. OFF

After many years of experience with all kinds of upholstery materials, the celebrated house of S. Karpen & Bros. writes as follows.

S. KARPEN & BROS.
Makers of
UPHOLSTERED FURNITURE
of All Kinds

Chicago, August 6, 1917

DU PONT FABRIKOID CO.
WILMINGTON, DEL.

Gentlemen:

In line with the established policy of the well-known House of Karpen, we use only the best grades of materials in the manufacture of our products, and on all grades of furniture on which Karpen Sterling Leather is not specified or used we prefer to use Craftsman Quality Fabrikoid rather than inferior split leather or substitutes for leather.

Yours truly,
S. KARPEN & BROS.



Ask for samples and prices

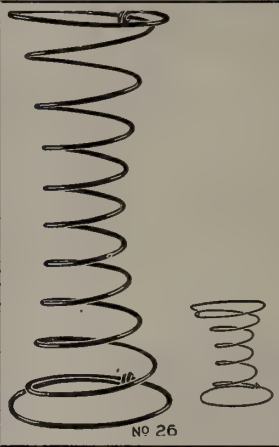
Du Pont Fabrikoid Co.
TORONTO, ONT.

The World's Largest Manufacturers of Leather Substitutes.

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited
Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



Your line of high-grade upholstered furniture is no better than the springs you are using. Why take a chance? Specify Steele's Best Quality

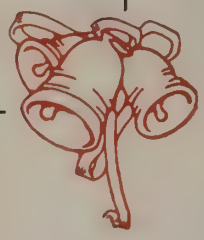
Upholstering Springs

they are guaranteed to retain their original height indefinately.

Canadian Made for the Canadian Trade

Established 1885

James Steele, Limited
Guelph, Ont.



The Season's Greetings

We take this opportunity of thanking our many friends and customers throughout Canada for their many favors and their patronage in time gone by. We extend to you greetings and good wishes for a Merry, Merry Christmas and a Happy and Prosperous New Year. May our relations in the future be as congenial and mutually profitable as in the past.

1917

Colleran Spring Bed Co., Limited

47 HAYTER STREET TORONTO, ONT.



Remember

our Permanent Wholesale Showrooms at

136-140 King St. East, Toronto

are open all the year around and afford the dealer with a prospective customer every opportunity to make a sale.

When in Toronto make our Showrooms your headquarters.



No. 9443

Colonial Library Tables

Made of solid mahogany, with exception of the top which is five-ply veneer. Dark, English brown, or light antique finish, dull or polished. Mahogany drawer interiors, finished Tuna, rubbed dull. Fitted with steel glides.

We have a very large line of Furniture Novelties for the Christmas trade. Write us for illustrations and full particulars.



No. 9413

CANADA FURNITURE MANUFACTURERS LIMITED

FACTORIES :
WOODSTOCK
KITCHENER
WATERLOO
SEAFORTH

GENERAL OFFICES : WOODSTOCK, ONT.

WHOLESALE SHOWROOMS : TORONTO WINNIPEG

FACTORIES :
WINGHAM
WALKERTON
WIARTON

"1319"-Chicago

The Big Building

JANUARY EXHIBITION

THIRTY-THIRD SEASON OPENS JANUARY 1, 1918

THIS MARKET HAS SET THE STANDARD OF FURNITURE VALUES FOR MORE THAN SIXTEEN YEARS

OPEN THE YEAR 'ROUND

ADMITTANCE TO DEALERS ONLY



Manufacturers' Exhibition Building Co.

1319 Michigan Avenue, Chicago

Facts—

CHICAGO has a wider range of lines on exhibition than any other Furniture market. You can fill all your needs—from the highest grade pieces to the lowly kitchen chair—in Chicago. Why go elsewhere?

Several new, popular selling lines, will be shown in Chicago in January—and of course you know all the newest designs are on exhibition here.

2,588 buyers visited Chicago in July—1,156 more than went to any other western market. These are the reasons why they came:

More Lines Here

A larger percentage of representative manufacturers show here than in any other market.

Bigger and Better Buildings

Give manufacturers the opportunity of offering fine displays calculated to aid you in buying.

Transportation

Twenty-eight railroad systems run in and out of Chicago—making it easily accessible from every State in the Union.

Reduced Freight Rates

The mixed car and pool car service running out of Chicago cuts freight rates.

$54,000,000 for Chicago

Chicago leads all in manufacturing and selling furniture—$54,000,000 represents in dollars and cents what she made and sold in 1916—that's why Chicago is the REAL market.

Big Stores Offer Suggestions

A visit to the big stores here will give you ideas you can turn into money.

Mix With Other Dealers

You are bound to get practical suggestions from talking with dealers from all over the country—more of them come to Chicago.

Amusements

You are entitled to some diversion after the day's work. Chicago offers you city amusements—the theatre—movies—cafes—music—opera—certainly more than any western market. You don't have to spend your evenings in a hotel lobby.

You Don't Have to "Double Up"

There are plenty of high-class hotels here to take care of you—your room is your own—no inconvenience on that score.

Chicago wants to see you in January—certainly she offers you inducements—and you can buy all you want right here. A trip to market will be an inspiration to you—you will go home a better business man—with energy and ideas that will put more money in the cash drawer. Your wife will enjoy the trip—bring her along—but make up your mind now to come to Chicago.

The Official Guide to all Furniture Exhibits in Chicago for January, 1918, is on the press now. Write for it, it will be sent FREE.

Chicago Exhibitors' Association

608 S. Dearborn Street **Chicago, Illinois**

Christmas and New Year Greetings



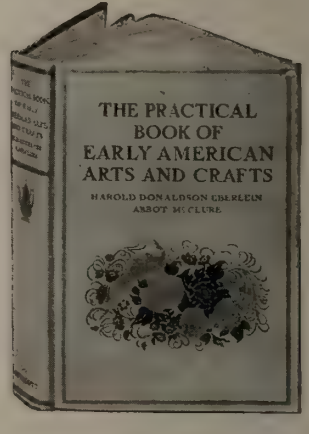
At this season of the year we take particular pleasure in wishing our many friends and customers the compliments of the season. May your Christmas be a Merry One, and may you have a Happy and Prosperous New Year.

We desire to express our thanks for the many favors received in the past, and trust that you will continue to let us share your patronage.

THE NORTH AMERICAN BENT CHAIR COMPANY, LIMITED

OWEN SOUND ONTARIO

A KNOWLEDGE of the Products of Early American Arts and Crafts is absolutely essential to the up-to-date Furniture salesman and dealer. Heretofore it has been necessary to secure the information either through experience in handling the objects or in numerous books. All that it is necessary to know about the subject can now be found in



THE PRACTICAL BOOK OF

EARLY AMERICAN ARTS and CRAFTS

By Harold Donaldson Eberlein and Abbot McClure.

232 illustrations; handsome cloth; octavo; in a box. $6.10 postpaid

There are chapters on American glass, Mexican majolica, American ironwork, copper, brass, lead and tin, needlework, silverplate, goldsmithing, pewter, pottery, decorative painting in household gear, portraiture and allegorical painting, coverlets and carpets, illumination, handblock printing, carving and lace. Our forefathers were artists in many spheres. They made a vast variety of beautiful and interesting objects.

The antique makes so powerful an appeal now-a-days to all people of taste that a knowledge of the arts and crafts of our ancestors is essential to the dealer unless he is to fall behind his customers in appreciation and knowledge. Many of these objects, or reproductions of them, have become of established demand and others might well be added by the wide-awake dealer or decorator.

The long article on American Silver is the latest word on this subject and may be found of great profit.

Canadian Furniture World and The Undertaker

32 Colborne St., TORONTO, ONT.



No. 443.—DRESSER.

Case top 19x38"; Mirror 20x24" plain British.—Price, **$44.25**

Sample this New Line of Oak goods from our Walkerton Factory.

A New Year's Resolution

(Hold up your right hand.)

"I will try to keep my stock so attractively selected and cared for that my townspeople will not be tempted to buy elsewhere."

Signed,
Mr. DEALER.



No. 441¾.—DRESSER

Case top 21 x 40"; Mirror 28 x 22" bevelled

Price, **$53.25**

No. 441.—Without carving on mirror frame

Price, **$52.50**



No. 444.—DRESSER.

No. 444.—DRESSER

Case top 19 x 38"
Mirror 18 x 30" plain

Price, **$45.75**

No. 436.—BED

Quartered oak panel, Height 54", Slat 54"

Price, **$39.00**

No. 441.—BED

Plain oak, otherwise same as No. 436

Price, **$36.00**

DISCOUNT—66-2/3 PER CENT



No. 436.—BED.

THE KNECHTEL FURNITURE CO. LIMITED

HANOVER ONTARIO

Upholstery Leather

We carry in stock all grades in standard colors for immediate shipment

Spanish, Fancy, Enamelled and Goat Grain Finishes

Unsurpassed Selections
Well Trimmed Hides

The most economical leather on the market.

Let us quote you on cut stock.

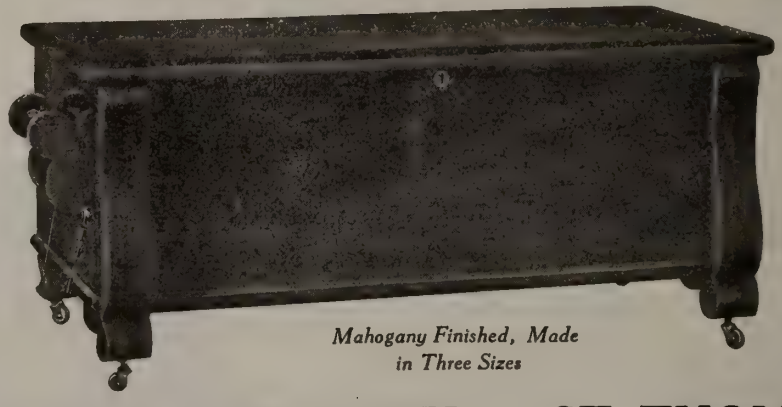
Boullee Fraser Leather Mfg. Co., Inc.
234 Canal Street, NEW YORK

Christmas Greetings

WE TAKE PLEASURE IN EXTENDING TO OUR MANY FRIENDS AND CUSTOMERS IN THE FURNITURE TRADE OUR BEST WISHES FOR A MERRY CHRISTMAS AND A HAPPY AND PROSPEROUS NEW YEAR. WE EXTEND OUR THANKS FOR THE MANY FAVORS RECEIVED IN THE PAST AND TRUST THAT OUR PLEASANT RELATIONS WITH THE TRADE WILL CONTINUE THROUGH THE COMING YEAR

ART FURNITURE CO., LIMITED
KITCHENER, ONTARIO

A Splendid Line of Genuine Tennessee Red ***Cedar Chests.*** Absolutely Moth Proof. Made with copper trimmings.



Mahogany Finished, Made in Three Sizes

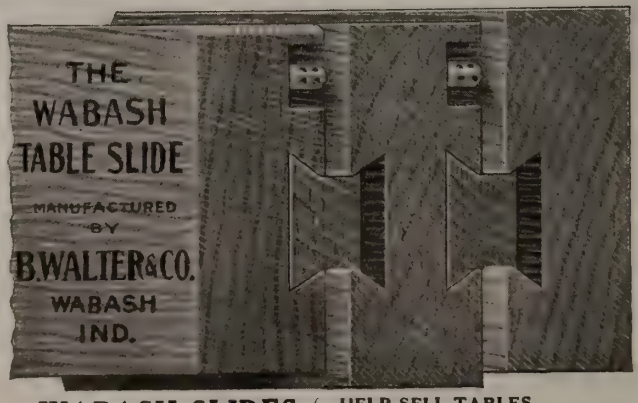
We can put these Cedar Chests in your store on a selling basis that offers exceptional profits. Write us for catalog and further information

D. L. SHAFER & COMPANY, ST. THOMAS, ONT.

THE **HEART** OF YOUR EXTENSION TABLE IS THE **SLIDE**

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.

Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
The Largest Exclusive Table-Slide manufacturers in America

ANNOUNCEMENT

TO FURNITURE DEALERS



We wish to announce to the furniture dealers of Canada that we have purchased the business of the Ontario Spring Bed & Mattress Co., Limited, and that we will conduct the new company under the same name as the old, although in no way connected with same.

We are in a position to supply the trade with a complete range of Beds and Bedding and will assure dealers that the highest quality of goods will be supplied. We hope to retain the good will of the many friends and customers of the old firm, and to earn that of many more members of the trade.

Let us know your needs in the Bed and Bedding line and we will do everything in our power to supply them at right prices.

We extend to the furniture dealers the Compliments of the Season. May you all have a Merry Christmas and a Happy and Prosperous New Year.



Ontario Spring Bed & Mattress Co.

London **Ontario**

INCREASE YOUR CHRISTMAS PROFITS

These Brunswick Features

Are the Features All Phonograph Buyers Appreciate

TONE

The wooden-walled tone chamber (built like a violin), is responsible for the superior tone of the Brunswick. A demonstration will convince the most skeptical.

BEAUTY

Other phonograph makers concede the Brunswick's beauty. The House of Brunswick has been famous for 76 years in wood working.

PRICE

Judging by all things, people expect to pay more for the Brunswick than for other phonographs. To the contrary, the prices are less.

AUTO STOP

Another Brunswick feature. Can be set BEFORE playing the record to stop the motor at the end of the selection.

(Made in Canada)



PLAYS ALL RECORDS

Phonograph buyers will not be satisfied with an instrument that limits them to one make of records, when they can get the Brunswick, which plays all records.

TWO SOUND BOXES

Two Sound Boxes are furnished without extra cost. One with a jewel point and the other with the needle holder.

SUPER MOTOR

The motor is instantly accessible for adjustment or repairs. Extra large and powerful. Plays seven records without rewinding.

BRUNSWICK RECORDS

Experts acclaim the Brunswick Records are business-builders for Brunswick dealers.

FINISH

The House of Brunswick is the largest user of imported hardwoods in America; the choicest of these woods are used in making Brunswick cabinets.

Prices $45 to $2,500.

Did you notice the double page spread ad. of The Brunswick Phonograph in the Saturday Evening Post of Dec. 8th? That's the kind of backing you get when you have the Brunswick Line—besides your local advertising.

It is this intensive selling campaign and the above features which are all selling features, and most of them exclusive with the Brunswick, that make one phonograph better and easier selling than another phonograph.

You had better write TO-NIGHT for this "All Phonographs in One" proposition, because we can make PROMPT deliveries and give you the goods when you need them.

The Musical Merchandise Sales Company

204-206 Excelsior Life Building, - Toronto, Ont.

ALL PHONOGRAPHS IN ONE

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM. J. BRYANS
JAMES O'HAGAN
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

Suggestions for the Last Lap of the Christmas Campaign

Ideas that will help the furniture dealer in his bid for holiday business.

By THE SCRIBE

THE time is now at hand for the furniture dealer to launch his last grand drive for 1917 business. Conditions are favorable for record business this year, and a strong and aggressive bid should be made for it. A little extra ginger and pep put into efforts during the last month will mean much in the final reckoning.

Window display, advertising and all other branches of business-getting should be worked to the limit, and in unison during this final drive. Jump into the game with eagerness and enthusiasm.

"FURNITURE FOR XMAS GIFTS"

Continue to give prominence to this slogan. It is a worthy one for the public to adopt, and the furniture dealer should not be backward in preaching it. There is no doubt about furniture being an appreciated Christmas gift. Why not have cards printed to herald the gospel of practical gift giving to those who visit and pass your store? Have a banner prepared for the front of your store, reading, "Give Something Useful—A Piece of Furniture."

GIFT CERTIFICATE PLAN

Why couldn't the furniture dealer adopt the gift certificate plan. He could prepare cards reading as follows:

"THIS COUPON IS GOOD FOR— DOLLARS AT THE PARAGON FURNITURE STORE, 10 MAIN ST."

Any person desiring to give a piece of furniture for Xmas, and not knowing exactly what the recipient most desired, could purchase a coupon for the amount he or she wished to spend, and present it to the one to be remembered, so that they might make their own selection. This would be better for the recipients, as they would not get articles which they did not require.

It would be desirable to give considerable publicity to the plan in order to make it a success. Coupons might be left at the store until the week before Christmas, when they could be distributed by the store with the compliments of the giver. The recipients could go down to the store at any time and select the goods desired.

WHAT ABOUT A GUESSING CONTEST?

And what about our old friend the bean-guessing contest?

Fill a large glass jar with the beans and offer prizes to the two or three who guess nearest the number of beans it contains.

It may be a good idea to restrict the guessing privilege to those who buy a certain item. Or you can make it apply to anything in the store.

The contest can be started early in December and continued until December 24.

SPEND A LITTLE IN FIXTURES AND DECORATIONS

A little money spent in decorations and fixtures for the window will be found a good investment in the great improvement that a few fixtures or decorations make. A little tissue paper or velvet-draped pedestal or other small feature may be the "something" that will set off the display and greatly increase its pulling value.

Too many window displays that are otherwise good fall down when it comes to the background. The rear should be built up in keeping with the display. If the goods cannot be used for this purpose a background of a decorative nature can be arranged to advantage.

HINTS FOR XMAS

Get ready for the Christmas rush.

The war has created a special demand for useful gifts. Feature them.

If you would do a big Christmas business, don't neglect your advertising.

Don't advertise what you can't deliver. Back up your advertising with your window display.

Make the beginning of your Christmas ads. strike home. Remember that the average person won't read a prosy introduction.

A reference to Santa Claus is always a good opener. People are still in love with old Santa, and never tire of hearing his greetings.

Window displays should play a prominent part in your Christmas campaign. Make them original and change them often.

GIVE THE STAPLES A FAIR DEAL

Are you going to let your regular business be broken into—or even broken up, for the time being—by the holiday trade? Christmas is the time when the year's profits will be—or should be—made. But is it going to snap the thread of your business and bring about such a condition in your store that you will have difficulty in getting back to earth again next January?

In other words, are you going to be so enthused over the Christmas selling that you will force all your regular stock to the background and pay little or no attention to it? The ideal Christmas business is one which takes in the sale of the regular lines and Christmas lines as well.

Give the staples a chance! Any merchant who is tempted to sidetrack his staples at Christmas time should remember that many lines in this regular stock can easily be featured for gift purposes.

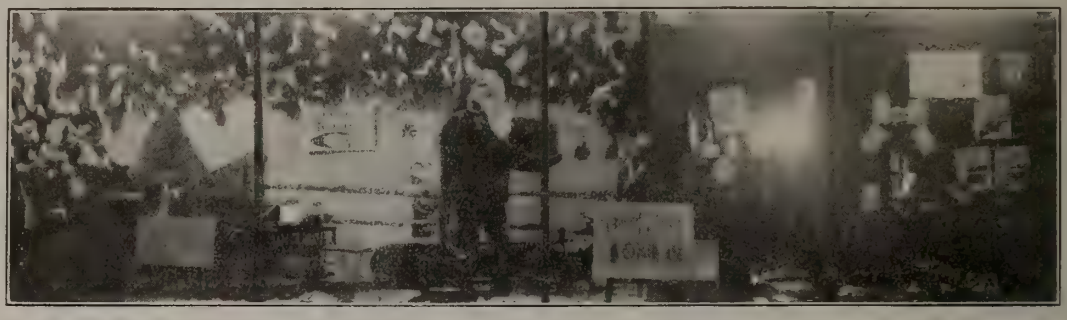
Of course, your Christmas merchandise should have the place of honor both in the store arrangement and in the advertising. But don't forget the staples.

Get the Christmas profit, by all means. You need it to make the year's figures look well. The getting of it will be a great opportunity which you should force to the limit. But get the profit on the staples, also.

A GOOD PICTURE SEASON

Pictures make acceptable Christmas gifts. Feature them for this purpose. Make a window display of them to acquaint the public with the nature and extent of your stock. A good plan is to place a short description and the price on a small card in the corner of each picture on display, for the information of the possible purchaser.

The business man should always try, if at all possible, to make capital out of any misfortune that may come his way. A big plate glass window in the store of an Ontario dealer blew in, so while it was of necessity, boarded up, he put up a sign, "The Window Blew Out—You Blow In."



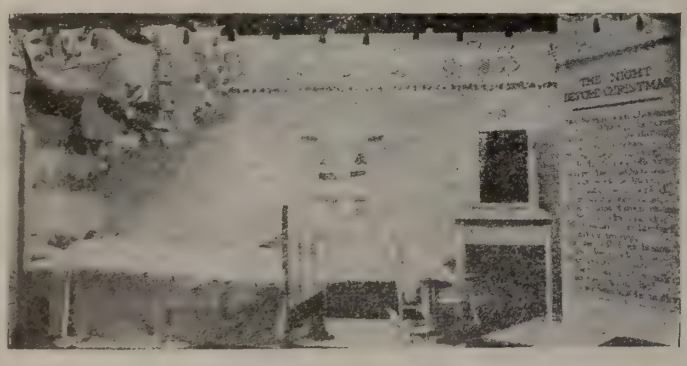
How an Eastern Canada firm emphasized their Christmas goods through a Santa Claus window display.

Have Appropriate Setting for Xmas Window

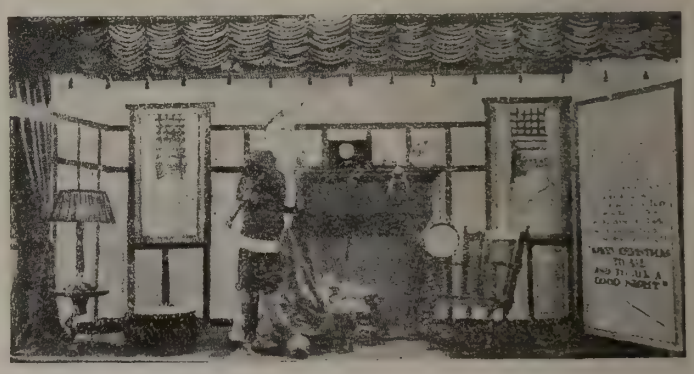
THERE is no time during the entire year when appropriate settings for window displays are more needed than during the Christmas campaign. The spirit of Christmas should be properly injected into the purchasing public, and Christmassy displays will help materially in this regard. They should be such as to impress people with the idea that the dealer is the personal agent of Kris Kringle, and the guy that put the claws in Santa Claus.

Windows must be made to possess a Christmas atmosphere. When people are abroad in quest of goods suitable for Christmas gifts they have their eyes about them. They are looking for the store with the Christmas appearance, and every dealer should make his store outstanding in this regard.

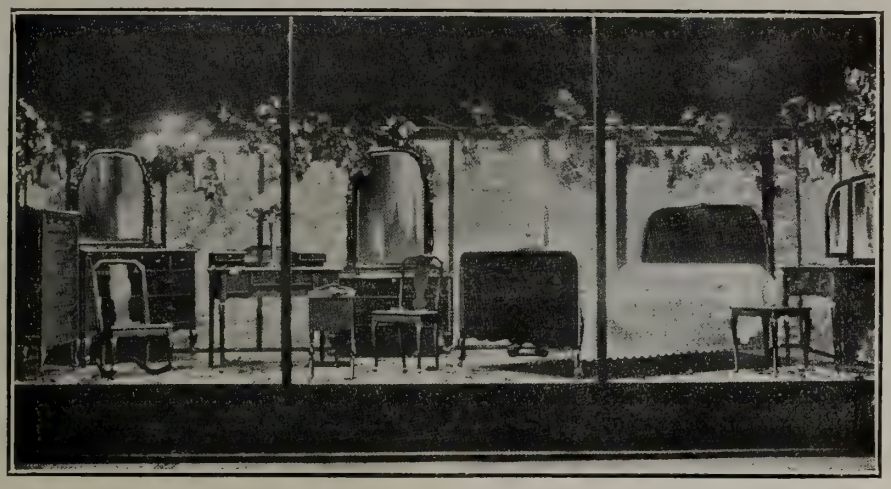
Some especially appropriate settings for Christmas displays are reproduced here. They are well worth studying.



How window can be made valuable selling agent--another Christmas suggestion.



A Santa Claus suggestion for window display



Work Windows to Limit This Month

FROM now until the end of the year is certainly the harvest season for the retail furniture dealer, and during this period the window proves an exceedingly valuable agent in attracting trade to the store. It should be worked to the limit from now until the turn of the year, time and attention being given to arrangement, and frequent changes of displays made. No dealer can afford to give anything but his best attention to his display windows at this time.

In our last issue we gave some good suggestions for seasonable window displays. We follow up with more suggestions along the same line this month.

Every trimmer should put forth an effort to make his Xmas windows pull big business.



Feature Juvenile Furniture Strongly This Month

This is the harvest season in juvenile furniture and toys and the most should be made of it.

THIS is the month for the furniture dealer to make a good strong drive on juvenile furniture and toys. Not only is there a big busines possible in these lines, but the featuring of them helps to bring people into the store, and gives an opportunity of interesting them in other lines.

Christmas gifts for the children should be given prominence during the next few weeks, both in advertising and window display. We reproduce herewith an advertisement that was used to good advantage by Wright's Limited, of Sydney, N.S., that will offer some suggestions to other dealers.

Value of a Santa Claus

In featuring these lines do not forget Santa Claus. He is one of the best salesmen you ever saw, and never fails to bring satisfactory results when he is given a chance.

It is an advantage to have some one dressed in a Santa Claus costume to be regularly at work in your store during the holidays. This idea is very well set forth on another page in this issue in "The Story of a Successful Failure."

Santa Claus costumes are rather warm affairs to wear all the time. So you can let Santa Claus spend a part of his time outside the store entertaining passersby. He is sure to attract the youngsters.

Another good plan is to have Santa Claus be a sort of travelling ad. for your store. Let him walk around the town giving out cards and inviting the children to the store. These cards can list a number of after dinner specials which will be placed on sale each evening say at 7 or 7.30.

Another good thing for Santa to do would be to call at the children's homes and leave some slight remembrance, together with a warm invitation to visit the store. If any of the children are sick, a cheery little visit from Santa Claus would make a warm place for your store in the hearts of both the children and their parents.

Suggestions for a Window

Here is a suggestion for a Toyland window. The background should be covered with red or green crepe paper. Then the word "Toyland" should be worked out on a board the whole length of the background. Each letter can be surrounded by a wreath.

Large squares representing blocks can be placed at each side. You can make these out of card board or women's hat boxes, and cover them neatly with colored glazed paper. On the sides of the blocks paste pictures of animals and other toy designs which can be cut out of nursery wall paper. Others can be lettered to spell out "Toys" and "Games." Suitable goods can be placed in the foreground.

ECONOMY IDEA IN STORE PAINTING

A Toronto store has the interior finished in two colors, panelling being done in a bright outstanding color. There is a decided advantage in this. When it is desired to brighten up the store, the repainting of the panel color at little expense, will in itself make a decided improvement. The idea is one that might well be used by other dealers.

Christmas Gifts For The Little Ones

It is much more satisfactory not only for the giver but for the child who receives the gift, to have something useful and durable at Christmas rather than a present which is of little use and easily destroyed.



Dolls' Beds

There are few things which give a little girl more pleasure than a doll's bed. They are gotten up very nicely, come in either white enamel or brass and are fitted with mattress and pillows.

Prices, White Enamel 1.35, ...2.25, 2.48

Prices Brass 1.80, 3.35, 4.25

Dolls' Cradles

Then there are dolls swinging cradles in white enamel with gold trimmings and in the brown color. Priced as follows:

Brown,...1.35, 1.80, 2.25
White ...1.58, 2.00, 2.70

Dolls' Carriages

Another gift which always pleases is the Doll's Carriage. We have a great variety, some beauties among them fitted up with hoods, rubber tires, etc., and finely finished. In dark green or rich brown color.

Prices .68, 2.00, 2.93, 4.90 .. ..7.25

Kindergarten Sets

For both boys and girls are the Kindergarten Sets consisting of one table and two chairs, in red or in the golden color. Prices 1.58 and.. .. ..2.48

Seleighs For Boys and Girls

Boys' coasters in four sizes, made of hardwood painted and decorated in bright colors. Strong and durable.

Prices .25, .35, .55 and 1.00

Girls' frame sleighs, well built, strong and durable, hardwood, painted and decorated in bright colors.

Prices .40, .60 and 1.50.

Child's Rockers



A most useful gift for the little one. We have quite a variety, made of hardwood in the golden gloss finish and in solid oak.

prices .85, 1.10, 1.20, 1.50, 1.58, 2.90.

Rocking Horses

Every baby enjoys rocking in one of these rocking horses. Well made and durable, seat painted red, horses white.

Prices..... 1.10 and 1.45

Our store is open every evening. Goods selected now will be reserved and delivered Christmas Eve or whenever you wish.

Wright's Limited
FURNITURE AND CARPETS

CHARLOTTE ST. SYDNEY, N. S.

Canadian Furniture World

TORONTO DECEMBER 1917 CANADA

Now for the Last Lap

The furniture dealer is now on the home stretch of the year. The finishing tape is already in sight, and before long he will be coming under the wire. He should put forth a supreme effort to come in a winner.

This is the time to make your greatest bid for record-breaking business. You started the year with a determination to establish a new record. You have probably run a great race so far, but it is well that you speed up coming down the home stretch. You have every incentive. Increased business and profits will be yours, and you will also have the satisfaction of having run a good race.

* * *

Money for the Christmas Trade

That there is an abundance of money in Canada for the Christmas trade there can be no doubt. How much the average person has in his or her pocket no one of course can say. But the official bank returns give us some idea of the amount that is on deposit and the notes that are in circulation.

The total on deposit at the end of September amounted to the enormous sum of $1,418,143,073, which is $147,625,853 more than there was a year ago, and by far exceeds any previous record in the history of the Dominion.

The notes in circulation total $117,589,268. This of course represents the amount of money in the shape of bank bills which the seven-and-a-half millions of people are carrying about in their pockets. And plus this is the untold amount of "siller."

Naturally, the amount of this money which the furniture dealers of the country will receive for the goods they sell during the Christmas holiday season will be largely determined by the schemes they employ to attract customers to their respective stores.

One thing is certain: the greater the effort the greater will be the results.

* * *

Christmas "Left-overs"

While planning ways and means for securing business during the Christmas holiday season it is also not out of place to give some thought as to ways and means of disposing of lines which may be unsold, and which it is not desirable to carry over. This is particularly true of lines which after the holiday trade is over are likely to be slow sellers. Even if they do not actually deteriorate in quality, they do in value, and as such, eat up profits, and thereby add to the cost of doing business.

It is better to sell them at bargain prices and utilize the proceeds in securing better selling lines than keep them lumbering about the store eating their heads off.

Fashions in Furniture

What do you think about fashions in furniture? Some one declared recently that to encourage the purchase of "heirlooms in furniture"—to suggest, however indirectly, that good furniture should be cherished for generations because of its material merit—is to undermine turnover, and curtail profits. The sponsor would promote a vogue of fashions in furniture as transitory as fashions in dress, says the Grand Rapids Furniture Record, in a recent editorial—he urges the "education" of the public mind to such a degree that our home furnishings may become as changeable as our wardrobes.

The trouble with the furniture industry may be under-education instead of over-production, as a prominent manufacturer suggested several years ago. But to dissipate a well founded faith in the potential service of good furniture and to foster a public sentiment that shall regard furniture as of merely temporary worth, is not to solve the difficulty. When it was proposed that the Allies launch a ship-building campaign that should produce three new bottoms to every victim of a Teutonic submarine, some clear-visioned thinker raised the objection that such a procedure—because of its tacit acceptance of a fundamental principle that is contrary to civilization; the implied recognition of the right of wanton destruction—embodied not a solution but an avoidance of the problem.

It may not be illogical to suggest that there are points of similarity in the two theories. The public acceptance of furniture as of merely temporary value will encourage the making of furniture of temporary value. And such a program is farthest from the admirable principles that govern the production of the conscientious manufacturer. To promote frequent and repeated sales of furniture on the ground that that which is essentially good to-day will be undesirably bad to-morrow, is to demoralize popular education; to make negligible any advantages that might be secured through such a campaign as the "Better Home" crusade.

Good furniture butchered to make a commercial holiday—if you will permit the paraphrase! There never has been a more desirable conception of furniture, from a merchandising standpoint, than that typified by the reverence with which the better pieces inherited from former generations are commonly regarded. Thus has good furniture been endowed with personality; with the factor of faithful service; with that quality which goes to make better homes and better citizenship.

Even were the goal proposed achieved—even were furniture bought for a fortnight to be relegated to dusty attics, the Salvation Army or the second hand store, when its brief ascendancy were ended—the means would not justify the end. The market would be restricted; demoralized; rather than invigorated.

And the trade would descend to a level unplumbed by even those questionable institutions that do business on the strength of to-day's profits, and, the public be damned!

Fashions in furniture should not be discouraged; the idea is an excellent one and will do much to stimulate a wider interest in furniture of merit. But let them be fashions of enduring worth because of their artistic attainment; not fashions of freakishness; interesting only because of their defiance of accepted traditions.

* * *

"Life's" Funny Furniture Man

Furniture is used in department stores, homes, hotels and auction rooms; and when you get up in the dark night it will follow you doggedly about the room, will hit you on the elbows and shins and toes and, in fact, display an extraordinary amount of pernicious activity.

Furniture is divided into two classes, antique and modern; but owing to use of furniture factories and the spread of industrialism, antique furniture is becoming more and more common. Chippendale sideboards now being made while you wait. Furniture is made of shellac and glue arranged in convenient forms to attract the attention of the passerby. Sometimes wood is used in furniture.

Furniture is bought on the installment plan when it does not come as wedding presents. Some people get married every once in a while just to have a new diningroom set. But, tried too often, this does not always work. When you buy furniture on the installment plan you have the satisfaction of owning something that does not belong to you and of being entertained and uplifted by the monthly visits of a representative of the furniture company, who usually breaks in on you when you are giving a dinner party to some people with whom you would not ordinarily associate if they didn't have more money than you.

* * *

Clean Up Holiday Lines

As the end of the festive selling season approaches, the furniture dealer would do well to give special attention to the sale of those lines that are special gift pieces. After the turn of the year demand will slacken off for these, so that it is desirable to clear the decks of any goods that are liable to stick and eat up their profit in interest on investment.

It is wonderful what can sometimes be done to work off such lines. An effort to do so should at least be made.

* * *

Development of Clerks

There are some dealers who complain of the lack of interest and initiative on the part of their clerks, and yet they never really give them a chance to show what they can do. They appear to think that no one can do any of the work of any importance around the store except themselves. If they do let a clerk look after it they have to be offering suggestions as to how it should be done, instead of letting the clerk shoulder the responsibility and accordingly develop a little interest and enthusiasm in his work.

As a clerk remarked to the writer not long ago, "The boss thinks that no one can do anything but himself. Even if we go about such a small thing as trimming a show case or making a show card he has to have his oar in. It makes us afraid in a way to try out any of the ideas that suggest themselves to us. If we had more of a free hand there are many things we would undertake that I feel sure would be beneficial to the business."

The statement of this clerk should offer a good suggestion to dealers as to how they can get better work out of their employees. Give them a chance to develop. A bird would never learn to fly if it wasn't given a chance to try out its wings. Neither will a clerk ever develop if he isn't given an opportunity of sharing some of the responsibilities and doing some things "on his own hook."

* * *

Importance of Service

One thing that should be borne in mind while preparing for the Christmas holiday trade is the importance of service. It is an important factor in business at all seasons of the year, but it is particularly so at the Christmas season, when in the hurry and bustle which naturally characterizes business at that time a little slip in the service rendered customers, is more likely to occur than during more normal periods. Customers, however, are no more likely to overlook inadequate service then than at any other time.

Most retailers are desirous of giving good service. But unfortunately they do not all make a definite study as to the best ways and means to employ in putting their desires into practice.

Impress upon clerks the importance of courtesy and promptness in waiting upon customers, the bad effects which are likely to follow assertions regarding the quality of goods which are not strictly in accordance with the facts, and the annoyance which is certain to follow delay in the delivery of orders.

As Christmas time is a season when many customers are likely to enter the store who never did so before, it is particularly necessary that more than usual pains should be taken to leave a good impression with them regarding the service which characterizes it.

Particular service catches the fancy of particular people.

* * *

A Hint or Two re Talking Machines

To put in a line of talking machines does not necessarily demand large capital expenditure. For a few hundred dollars a start can be made. All that is necessary is to put in two or three machines which sell at a variety of prices, and an assortment of records. Of course, if good results are to be obtained, some attention must be given to the line. They must not be kept where they can neither be seen nor heard, Once and a while, and particularly during the Christmas holiday season, a window should be devoted to making a display of them. Advertising is another thing to which some attention should be given.

It pays to give attention to the machines, because it allows the dealer who sells them a good profit.

But there is still another commendable feature about the handling of talking machines. And that is this: People who buy them naturally come back to the store for a further supply of records, which in turn means that this increases the dealer's opportunities for selling regular lines.

Now is the time to make the venture.

When you get too exalted an opinion of your ability, your ability is likely to decline because you begin to take it easy.

GERHARD HEINTZMAN PHONOGRAPHS

Half a century before the public as producers of the highest grade of musical instruments.

We want a furniture dealer in every town in Canada to handle this handsome phonograph.



MODEL C
$225.00



MODEL E
$400.00



MODEL A
$138.00



MODEL B
$180.00



MODEL D
$300.00

WRITE FOR CATALOG AND FURTHER PARTICULARS

Gerhard Heintzman

Limited

75 Sherbourne St.

TORONTO

Furniture Dealers are Deeply Interested



Style "B," $90



Style "O," Louis XV, $200
Electric, $250

in a line of phonographs that are just a little different to the ordinary instrument. Our cabinets are made in a piano-case factory and they all have that high-class finish so essential to the piano trade. Furniture dealers will find that

THE BRANT-OLA
IS A SURE SELLER

To hear this instrument playing is a musical appetizer. It makes the customer want one in his home. Tone Quality is superb. There is an immense difference between the instrument that is hurriedly assembled and the Brant-Ola which is built and finished in our own factory where the greatest of care is taken that each part is perfect.

The superiority of our silent, even-running motor is apparent to every one that examines it, including the dealers and the buying public. We are satisfied that you will find this instrument a credit to your store and a great profit producer.

Write us for further particulars, or, better still, send in an order for some of the instruments illustrated and we will ship so that you will have them on your floor before Christmas.

Prices: $65, $90, $130, $150, $200.

Write for liberal discounts.



Style "C," $65

Brantford Piano Case Co., Limited

BRANTFORD (*Manufacturers of the Brant-Ola.*) ONTARIO

Merchandizing Problems from the Retailer's Viewpoint

As viewed by Frank Stockdale, advertising counsel of the A.A.C. of W.

In view of the wide discussion by public speakers, by politicians and the public generally, of "The high cost of living," retailers should make a note of the statements made by Frank Stockdale, advertising counsel of the Associated Ad. Clubs of the World.

Mr. Stockdale, who has made investigations in forty out of forty-eight states in the U. S. A., is authority for the statement that the cost of doing business in retail stores had doubled in the twenty-five years immediately prior to the war, and were, of course, rapidly advancing now. Yet the gross margin of profit had not increased. As the cost of living increased, the cost of doing business would continue to increase, yet competition tended to prevent similar enhancement of margins.

These conditions were not true merely of certain sections of the country, but of all.

These figures were startling, yet on close examination it was not so difficult to find the explanation.

Twenty-five years ago general stores dominated retailing. Their credits were long and their margins large.

To-day, in the speaker's opinion, the crossroads general store is doomed, because of the competition of:

Specialty stores—grocers, drug stores, hardware stores, furniture stores, etc.

Departmental stores.

Mail order houses.

Chain stores.

The last three mentioned were developments of the present generation—and they were all here to stay.

The outstanding characteristic of these three classes of merchandising houses was that they recognized management "as the great essential to success.



FRANK STOCKDALE

In each of them there were executives who gave no time whatever to dealing directly with customers, but instead gave all their time to planning. This planning included such questions as cost of doing business, margin of profit, turn over, mark downs, waste, depreciation, delivery, advertising, selling, returns, etc., not only in relation to the entire store, but also to the various departments and to different lines of goods in each department.

In his investigations Mr. Stockdale had become convinced that it was in the comparative excellence of their management that department stores, mail order houses and chain stores had an advantage over the average specialty stores. There were many outstanding exceptions where specialty stores were handled in masterly fashion, where management was brought to a high state of excellence, and not a few stores of the other classes where the management fell down.

He had found three types of managers:

1. The fearful.
2. The domineering.
3. The expectant.

The first type, the fearful, were men who were afraid that others could not do work as well as they could, and so tried to do everything themselves. Such men frequently became so lost in the detail of each day's work that they had no time for planning, for studying out better methods. The result of such a condition was that the merchant failed or continued in business earning a mere pittance. In any case his earnings were less than they would be if he turned over more of the detail to others and looked after only the bigger problems himself.

The domineering type of manager was more frequently successful, yet many of them failed in bringing their organization to the highest possible level because of their rough-shod methods. This type of manager got his results by driving his staff. This worked out to perfection in a railway construction gang or any other place where cheap, unthinking labor was sufficient. It failed most frequently where high-salaried, keen-minded men were necessary.

The expectant manager was the type which seldom failed to succeed. This type of manager understands his business; employs the best men he can get, and then sets out work for them to do, tells them what he expects of them and insists on them coming up to expectations, each man working in his own way, yet, of course, with due regard to the policies of the store.

A safe rule to follow, said Mr. Stockdale, is "Whenever you can hire a man to do a thing cheaper than you can do it yourself, you lose money when you do it yourself instead of hiring the other man."

In connection with this the merchant should remember that two sources of loss are the clerk or employee who is doing nothing, and the merchandise lying on the shelves doing nothing.

Keep your clerks and your stocks moving—always training each clerk to do more difficult things, and the stock to move more rapidly.

Suggestions for Christmas Furniture Advertisements

Suggestive matter that will help the furniture dealer in the preparation of his Christmas advertising copy.

IN our last issue we gave a number of suggestions to help the furniture dealer in his Christmas campaign. We follow it up by more suggestive matter this month, for use during the last lap of the Xmas sales season. As we previously pointed out, the opportunities for trade at this time are such that full advantage should be taken of them by liberal use of advertising.

A Good Christmas Ad.

We reproduce herewith an advertisement used by the W. H. Whalen Co. Ltd., of Fort William, featuring furniture for Xmas gifts. It will be noted that a large number of lines are treated individually, and that good use has been made of appropriate illustrations. Prices are quoted in each case.

Note the panels at the top, one reading, "Whalen furniture will not only be a Christmas gift, but a lifelong remembrance of the donor in both usefulness and adornment. Every article we sell is sold with a guarantee of satisfaction, and to be all we claim for it—and also the best value that can be secured.

Appropriate Introductions

Wright's Limited, of Sydney, N.S., used an ad. headed, "The Christmas Store of Useful Gifts." A large number of lines were dealt with in it, each one being illustrated, and the price quoted. The introduction read:

"Of course you've begun to think of Christmas gifts for the different members of the family. You will expect your gifts to give the utmost pleasure to the ones that receive them. If you make the gifts useful and comfort-giving, you will show more real thoughtfulness. Home furnishings make the most delightful gifts. They are not just for a day. They are for years, and even for a lifetime. And every piece you give a member of the home, adds to the comfort and pleasure of the whole family."

"Why Not Furniture for Christmas?" was the heading of an ad. by J. Gilber, of Windsor, Ont. "Furniture will last a lifetime, furniture makes a most practical gift, and never was there a better time to buy furniture than now. Order now and we will deliver it the day before Christmas if you wish—and you couldn't select gifts that would be more appreciated than furniture."

Descriptive Matter for the Ad.

Medicine chests—A well-made and practical medicine chest. They are made with removable shelves, extra



A good Xmas furniture ad. used by W. H. Whalen Co. Ltd., of Fort William. See accompanying article for comments.

roomy, and the outside of the door has a set-in mirror. Made to hang on the wall.

Easy rocker—These chairs are made to last a generation—real heirloom furniture. They are designed in styles that you won't tire of. Cane backs and genuine leather cushions.

Book cases—Make the living room more cheerful because you'll have a place to store your books and you'll perhaps stay home more and read. They come in golden oak and are a book case and writing desk combined.

China cabinets—Choice of fumed or golden oak, roomy, splendid designs, furniture that will freshen up the dining room. They're handy because they take the place of a crowded pantry.

Hall trees—Oak hall trees—six feet high, with mirror, chair and handy compartment combined.

Hall racks—They come in oak and are made to hang on the wall in the hall. They come with large mirror and plenty of hooks.

CHRISTMAS ADVERTISING SUGGESTIONS

Have you bought that present for your wife yet? Let us suggest that there is nothing she will appreciate more than furniture—something for her home. Come into this store and let us help you choose.

Make your wife happy—give her a kitchen cabinet. —No present will prove more welcome to the housewife than one of our kitchen cabinets. They will save her many a step, and will lighten her work to a great extent. We have just unpacked a large number of different styles.

A china cabinet makes a most suitable gift—Any woman will be proud of her china cabinet if it is purchased here. You can give no present which will be more appreciated or prove more serviceable. We have them in golden, mission or fumed oak in a great variety of designs.

Davenports—No article of furniture will make the home more comfortable or be more used than a good Davenport. In no one line do we show a more complete display. We have them in mahogany, fumed oak and Early English finish, upholstered in a great variety of leathers. Ask to see our line upholstered in long grain Spanish leathers.

Every woman wants a parlor suite—We ask you to come and examine our showing of parlor suites. price them, then compare them with other stores' offerings. No other store has ever had a finer or a larger showing. We have many 3-piece suites in genuine mahogany, upholstered in silk or best of leather, from $28.00 up. If you are looking for a parlor suite, we can satisfy you—no matter what amount you intend paying.

Give "him" a comfortable rocker for Christmas—A comfortable rocker makes the ideal gift for a man. It is something he uses daily, a constant reminder of the one who presented it to him. We have them from $4.25 up, all styles, all finishes, all prices and always the lowest.

How many beds are in your house, sir?—Christmas is coming and company, too. Where will you put all the loved ones who are to gather beneath your roof? You'll need good bed springs and deep tufted mattresses for the little folks or they'll dream of goblins and witches instead of oranges and galloping steeds. Of course we don't believe always in buying the "needfuls" at "gift time." Still, it takes Christmas to bring such things home to us sometimes. You will be welcome here.

A happy setting for Christmas dinner—One of the rich browns we suggest—a color that blends with almost every shade of woodwork and wall decoration. How much more tasteful the Christmas dinner when the dining room is fittingly furnished? Here is a suggestion: Buffet, table and serving table, 6, 9 or 12 chairs, cost $90. Other sets higher, a few lower. Suites, too, in golden oak and mahogany—a gift acceptable to the good wife.

A new kitchen cabinet for mother's Christmas—Once we threw our money helter-skelter—we tried to see how much in tinsel and how little in practical worth we could give away at Christmas time. But the old order changeth—a practical age is here. That's why we suggest a kitchen cabinet; everything near at hand; a step saver and money saver. In our store you will find them at $16.50, $25 and up to $—.

Rich gifts for the lord of the house—A great roomy, easy chair is what every man longs for. In the old days Morris chairs covered the range of "lay back and rest" chairs. Now there are many kinds, many improvements. Here you will find a variety of restful patterns. Add to this gift that of a tall reading lamp and you have solved the problem of keeping father at peace with all the world.

HAVE RECITAL HALL FOR AFTERNOON CONCERTS

In the new re-modelled premises of the Robert Wright Company, Limited, of Brockville, Ont., the furniture department is located on the top floor, along with the rug and carpet department and upholstering room. In the west annex on the third floor, the sewing machine department is located, and here also are three large music rooms. One room is devoted exclusively to Columbia grafonolas, another to Edison phonographs, and the third is being fitted up for a recital hall, where daily afternoon concerts will be given.

A NEW YEAR'S WINDOW

The window trimmer should arrange something special in the way of window display at the turn of the year, with a setting that is symbolic of the coming of a new year, with its new hopes and aspirations. For instance, a special background can be arranged of beaver board on which decorative paper can be glued, if desired. The edges might be trimmed with braid or molding.

A figure symbolic of the New Year can be cut from beaver board and painted in natural colors—or a jointed doll with white wings will suit the purpose admirably. A card may be used "1918—May Health and Prosperity be Yours."

SOME STORE PHILOSOPHY

Just because people do not fall over one another to buy immediately the goods you show in the window is no sign window displays are not profitable.

When collections are slow, all the more reason for keeping after the debtor rather than getting discouraged and giving up.

Plug up the little leaks as fast as you find them rather than let them go while you look for bigger ones.

It is easy enough to work hard on a plan while it is new, but the good man is the one who sticks to his plan after the novelty has worn off.

Planning During the Holiday Season for Future Business

Some suggestions as to the importance of taking advantage of the opportunity which the Christmas holiday trade affords for securing future business.

By WILLIAM LEWIS EDMONDS

THE Christmas holiday trade season is usually a busy time for the furniture dealer, and particularly for he who has made a special effort to attract customers to his store. But notwithstanding this it is not too busy a time for any dealer to keep a corner in his mind open for the consideration of ways and means regarding future business..

The experiences of the present are to alert minds the opportunities upon which they build future schemes.

Gathering in New Customers

As a matter of fact every dealer should try to develop from daily experiences ideas which he can put in pickle for the future, if not adaptable to immediate needs.

But the Christmas holiday trade season gives him a better opportunity than is afforded by any other period of the year for laying wires and forming connections which will bring future business to his store.

Why? How? Because more people enter furniture as well as other kinds of stores at that season than at any other time of the year.

Of course it does not follow that every customer who enters the store at that season will then, or at any future time, as far as that goes, make a purchase. As a rule the question of effecting a sale is determined by two things. The one is the qualities of salesmanship which the person possesses who waits upon the customer. The other is the character and variety of the goods which the dealer has in stock. For instance, during the Christmas season the dealer who has made no attempt to cater to the season's trade is much less likely to effect a sale than he whose stock has been put into particular shape for the season. But that does not alter the fact that there are more people skirmishing around during the Christmas holiday season to see what they can buy than at any other time of the year.

Service and Future Business

One of the best of foundations upon which to build for future business is service. All store service. briefly speaking, is of two kinds. One kind is embodied in the goods sold. The other is embodied in the general business policy of the store.

When goods are sold both for what they really are and just exactly, as far as it is possible for the salesman to ascertain what the customer wants, good service is being rendered. It is true that some customers are dissatisfied to-morrow with that which they buy to-day, in spite of the efforts of the most conscientious and best of salesmen. But they are exceptions and not the rule. Probably ninety per cent. of customers appreciate good service when it is rendered. Consequently, when good service is rendered the store in turn secures the confidence of the customer. And if the customer is a new one, the foundation is established upon which it is possible to build a permanent connection.

It by no means follows that even because he is satisfied that the transient customer will become a permanent one on his own volition. Many people have short memories and forget the character of service that was rendered them. And that suggests that the dealer should, during the Christmas holiday season, make an effort to secure the name and address of every new customer.

Naturally neither name nor address is of any value for future business unless it is made use of.

Using Name of New Customers

In order to turn to good account the names of new customers which have been secured during the Christmas holiday trade, it is obvious that some use must be made of them.

In the first place every name should be transferred to a list. And the best way to compile a list is by the card index system, for it can be more conveniently handled. On the card might be put an entry of the article that was sold, together with any other information that might possibly be useful.

The first use to which the list might be put would be the mailing of a New Year greeting card to each person thereon. Of course, that would be a rather unusual procedure, but the fact that it would be unusual would make it all the more effective, because it would be all the more appreciated. But the office or purpose of the list should not be allowed to end there. To end it there would be to deprive it of its greater usefulness and potency. Its most potent use would be the getting of future business. And the opportunities for such use are almost legion.

For example, in the furniture trade, as in many other lines of business, there are certain seasons for certain lines. Here is where the list could be made valuable by mailing to those on the list letters or circulars or booklets. Of course the measure of the results that would be obtained would be largely determined by the character of the literature itself. It need be neither elaborate nor costly in order to produce results. But it should be to the point and as brief as possible. It should also be as unique and as attractive as possible. If the literature is in the form of a folder or booklet, even if it be a circular for that matter, it will be all the more effective if illustrated with engravings of a few of the articles which are being offered. The same principle should be applied when circulars are being sent out for the purpose of drawing attention to special sales.

It naturally follows that when a list of the kind suggested is undertaken it should be supplemented as far as possible every day, year in and year out. It should also be revised. One thing, the more the list is looked after, the greater becomes its potential value.

DURING THE CHRISTMAS HOLIDAY TRADE ENDEAVOR TO SOW SEED THAT WILL YIELD A CROP OF FUTURE BUSINESS.

Merchandising Suggestions From Our Exchanges

Methods and ideas in furniture retailing as seen by other journals

THE GOOD OLD POSTCARD

IN determining the amount of money you will spend for advertising this month do not overlook the advertising value of a postcard on which is printed a photograph of the front of your store. The cost of such postal cards ordered in quantities of 5,000, will not be excessive. Several firms make a specialty of this line of printing. The editor of this paper can give you their addresses. If preferred, the interior of your store can be shown. When photographs are good and the printing is done in colors, postal cards make a neat ad. They are especially suitable for mailing to lists of prospective customers.—Southern Furniture Journal.

STAND WHILST YOU SELL

The salesman who stands while he sells, adds to his efficiency, while one who remains seated is placed at a decided disadvantage. It is a well-known fact that you can bring out the points of your selling argument in a more forceful and telling manner if you stand, and if possible, have the prospect seated. Perhaps you have noticed, if you stand and the prospect is seated, your goods well displayed, you are in full battle array. Some use the hands to aid in bringing out some telling points, others use the eyes in an expressive manner; none can use these tools to the best advantage while seated. Again, have you noticed, if you be seated, the other person standing, it places you under a disadvantage, hard to explain, but true? Try it sometime and note the difference. The reason of the above is a simple one of psychology; the person standing is the positive force, the one seated the negative. One forces, the other receives; one is on the firing line, the other on the defence. One cannot combat argument in a forceful manner or carry a convincing air while seated. Notice the orator, for example. A sorry figure he would cut if he attempts to deliver a forceful lecture while seated, or perhaps chewing gum.—Globe-Wernicke Doings.

A BASIS OF COST COMPUTATION

In starting, installing or resystematizing a cost system for a retail furniture store, it is often difficult to determine the correct method of ascertaining the number of times the stock in a certain department has been turned over yearly, as a basis of cost computation. The first step taken by a Baltimore dealer, who is a crank on system, is to ascertain the average value of mattresses, for instance. This amount, when divided into cost value, including freight charges, of all the mattresses purchased during the year, will represent the average number of times the stock of mattresses has been turned over. For example, if by taking inventories at the beginning of the period and at the end, it is ascertained that the average value of the mattresses carried during the year was $2,000, and that $10,000 worth of mattresses had been bought during this period, then the stock of mattresses had been turned over six times during the year.—Grand Rapids Furniture Record.

HOW DEALER ATTRACTED TRADE

A dealer whose store was on a side street, saw trade that he thought he ought to have, passing his door on the way to the stores on the main business thoroughfare.

"If I can only get the attention of these wealthy gadders before they get over to the Big Shops," mused the merchant, "I may get some of them in here, and if I do, I'll sell goods, for I have as good a line as any, but maybe not as big."

He overheard a woman say to her escort one day, "Let's go in and look at that lovely ivory dressing table;" to which the man replied, "Oh, never mind this small place; they probably have the same thing in some of the big stores on the avenue;" and they passed on.

The dealer gritted, "I'll make 'em look! I may not always sell, but I'll have the satisfaction of making them look at the goods and read the prices."

He made his window all that a good furniture window ought to be, keeping the shades down while he dressed it. Strong lights were placed overhead. The furniture was arranged to represent a cozy room, with the daintiest furniture and rugs in stock. Before the shades were raised, the dealer papered the window inside with rolls of black paper, so as to exclude every ray of light. In the centre of this, on a level with the height of an average person's eyes, a circular opening three inches wide was cut, and the glass in the opening polished. A big white arrow cut out of white paper was pasted on the outside of the glass so as to point directly to the hole. No sign or invitation appeared on the window—nothing but a smooth black surface, with one bright eye that gleamed like a searchlight.

"Watch them come to it," said the patient merchant. And they did come. They came and pushed each other away to get a look. Every article bore a descriptive card, readable at a glance.

In less than an hour after the shades had been raised, the lookers began to line up for their turn. Nobody knew what the attraction was because people don't tell others what they see until they are asked. Many passed on, smiling; others turned into the store where the agreeable dealer and his aides did their best to keep the visitors interested in the stock.

The idea was quite new in that town, and as there was something in the window really worth seeing, it could not be called a hoax. It was a harmless device to take advantage of a powerful human impulse—Curiosity.

If any merchant feels like following this dealer's lead, let him take heed that his window is perfectly dressed, perfectly clean, and that there is a real inducement in it to enter the store. Otherwise the whole plan is likely to prove a boomerang, for the public nowadays simply won't stand for being fooled, and their resentment will be shown in a careful avoidance of the store when they are ready to buy.—Northern Furniture.

Practical Pointers on the Supervision of Salesmen

Extracts of interest to retailers taken from an address at a recent meeting of the New York Sales Managers' Club.

By BEVAN LAWSON

WILLINGNESS is the keynote of co-operation, and personal consideration shown to an individual salesman will induce more real voluntary service than anything else. It is all very well to be a cog if you are a recognized cog, but if you get the idea that you are a forgotten cog it changes your viewpoint entirely.

Nothing will rob a man of willing impulse so quickly and effectively as delayed recognition of his personal value, and yet on the other hand there are men who are so constituted that any recognition or praise which they may receive is only a sop to their vanity, and instead of acting as a stimulant it has a sedative effect and gives them a false estimation of themselves.

Praise is Like Wine

Therefore, the exact degree of stimulation which may be exerted through the medium of praise and recognition is indeed a problem. Praise is like wine: it is food for the invalid, stimulation for those who are moderate, but poison to those who do not know how to use it. In what manner, therefore, and to what degree should a salesmanager communicate his satisfaction to his salesman upon an individual success?

In my opinion, the direct message of praise should be quite as carefully pondered over as the message which carries blame or criticism, and praise should only be given where it is reasonably certain to inspire renewed effort and sharpen the desire for continued commendation. Each salesman's singularity should be studied in either case, and equal consideration should be given to the probable effect of blame or praise on that salesman's self-esteem.

Must Awaken and Preserve Salesman's Faith in Self.

It is the task of every salesmanager to carefully awaken and preserve in all salesmen their own self-faith. A man's achievement can never rise higher than his own self-faith, and there can be no consistent success unless it is relentlessly pursued. If a salesman thinks that he can do a certain thing, it is more than half done, but so long as he has even a remote idea that he cannot do it, it is a moral certainty that he never will.

Considerable thought should be given to some method whereby a salesman may be able to gauge his effectiveness in comparison to some standard, which may either be his own quota or the quota of other salesmen. He will then be able to take his own bearings. Thus he will find out exactly where he stands and also learn to look into himself for his own endorsement of the work which he is doing.

This is where the "Game" idea is specially valuable, because it gives the salesman a mark to aim at and brings the knowledge of his success or failure right home to him without the need of any official comment.

Next to the "Game" idea the geometrical charting of comparative sales also carries the message without committing the sales department to any personal comment, and where the sales force is not large enough to carry on a "game," the chart is eloquent of comparative success or failure.

Qualities That Are Essential to Good Salesmanship

The namable qualities which a salesmanager must create and nurture among his salesmen are wide and varied, yet for definite purpose I will name those which chiefly form selling ability in successful salesmen:

Initiative is essentially the ability to start something. Initiative gives birth to an idea or purpose. It is an independent action of some nature which neither depends for its origin upon a prearranged plan or idea.

This is the most valuable asset which a salesman can possess. It is usually born in a man, and yet it can also be acquired, and if encouraged it becomes a habit both of mind and action. At the same time initiative can be hopelessly killed in its earliest infancy if it is in any way frowned upon, and that manager is wise indeed who is ready to recognize the difference between initiative and rebellion. The first indication of initiative in a salesman is sometimes branded as a mistake. A salesman who has ability to decide quickly can afford to make mistakes because he has equal ability to quickly rectify them, and therefore if a mistake is made early in the game by a traveler who evidently had to think for himself before he departed from fixed rule, comment or criticism from headquarters should only be made after close analysis of the impulse which prompted it. What may look like a glaring irregularity may have behind it a far bigger idea than the rule which governs the regulation circumstance.

A salesman's personal judgment is often the fund from which a salesmanager may draw for his future success, and it should be in no measure unduly restricted or destroyed. If a salesman is forced to yield always to precedent, he is taught dependency in the place of independence, his field of opportunity is immediately limited. The problems of origination are then exclusively dependent upon the director of sales, whereas the entire sales force should, in the highest sense, be the laboratory of all sales experiment.

Every man who is worth the process of engagement as a salesman may be endowed by nature with all qualities to rise to executive position. But the qualification for present fitness as a salesman, and his ultimate destiny for higher position, depends upon the one question whether he is afraid to do things, or whether he has the courage to have convictions of his own. If you hire a man who has all the earmarks of a good salesman, and before you give him a chance of self-development you proceed to dominate him and compel him to measure only up to the standard of your own experience, you merely teach him to agree with you on all points before he dares to do his own thinking, and his consequent opinion is only a modification of your own.

Initiative then is both a heritage and an accomplishment—an exotic which may wither at a touch, but a hardy annual if it is nurtured in proper surroundings.

SPECIAL ILLUSTRATIONS

Showing Some of the Newest Articles of Furniture

Suggestions from the Canadian Factories



No. 103—Diningroom suite in birch, finished in surface oak. Manufactured by the Victoriaville Furniture Co., Victoriaville, Que.



Rocker and chair from a new living room suite of three pieces, No. 352, manufactured by the Parlor Furniture Manufacturers Ltd., of Pointe Aux Trembles, Que.



Two suggestive Christmas pieces from The George McLagan Furniture Company, Ltd. No. 2581—Piano bench, made in mahogany. No. 2584—Parlor table, with tray, made in mahogany.





No. 2—Special Rayola, manufactured by the London Phonograph Company, London, Ont.



No. 9443

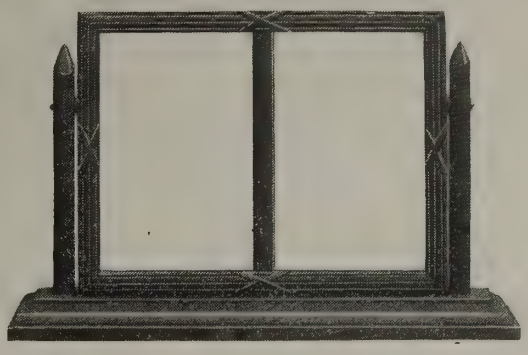


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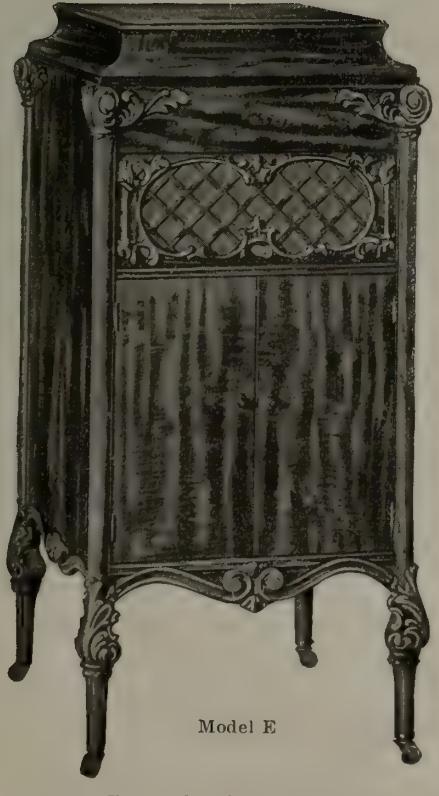
Two attractive colonial library tables, in solid mahogany, with 5-ply veneer top, by The Canada Furniture Manufacturers Limited.



No. 163—New library table, manufactured by the Meaford Manufacturing Co., of Meaford, Ont.



No. 17-2899—A double opening swing photo frame —genuine walnut in carved effect, manufactured by the Philips Mfg. Co., of Toronto.



Model E



Model D

Two models from the line of phonographs manufactured by Gerhard Heintzman Limited, of Toronto.

The Nature and Laws of Business Partnership

What partnership implies to those associating together in this manner—Registration in the various provinces.

PARTNERSHIP has been defined as "the relation which subsists between persons carrying on a business in common with a view to profit." In all partnership contracts certain essential elements will be present: (a) the agreement of competent parties, (b) that each partner contributes something towards the capital, whether money, property, credit, skill or industry, (c) that the business is carried on with a view to profit in which the partners can hope to have a share in proportion to what each has contributed to the capital.

Partnership Capital

Capital and property are not synonymous terms. The fund which is formed of the contributions of the partners to the business is its capital. This capital may consist of money, lands, goods, secret processes, patents, trade-marks, good will, skill or industry. The capital is a fixed sum, whereas the property of the partnership may vary in amount as the partnership prospers. The capital may of course be increased or diminished by agreement. Once contributed, and the partnership organized, the capital belongs to the partnership—it must be held and applied by the partners exclusively for the purposes of the partnership, and in accordance with the partnership agreement.

Losses of Capital Shared Equally

Losses of capital will, unless there is a contrary agreement, be shared equally. Upon a final settlement, the capital remaining will be divided among the partners in proportion to their contributions thereto. They may have contributed unequally to the capital, but unless there is an agreement to the contrary, profits and losses will be shared equally. If, on the other hand, by agreement the profits are to be shared in a given proportion, it will be inferred (in the absence of any agreement) that the losses are to be borne in the same proportion. Lindley remarks that "an agreement for inequality may be conclusively inferred from the mode in which the partners have dealt with each other, and from the contents of the partnership books."

A partner who has contributed to the capital only labor and skill, unless the contract otherwise provides, may be called upon to share with his co-partners any loss of capital, though upon a dissolution of the firm he would not be entitled to receive a share of the capital. Labor and skill are not "capital" in the same sense, as are money, land or goods.

Title to Firm Property

In the mercantile sense above noted, and in the view of the law of Quebec, a partnership exists and has rights and obligations and may acquire and own property, and is distinct from the partners of whom it is composed. It is a third person.

Even under the English practice, movable property—choses in possession and choses in action—are held and dealt with in the partnership name. For instance a note is signed, or draft or chattel mortgage made in the partnership name. To that extent the partnership acts as an artificial person. The distinction is enforced, however, in the acquisition holding or transfer of immovable property. As the partnership is not, in law, a legal person, land cannot be sold to or transferred by it in the firm name. The partners must themselves appear in the deed as purchasers or vendors—that is the partners, not the firm, must buy or sell the land. The deed would read that: "A. J. Jones, B. Jones and C. Jones, of the City of Toronto, druggists, and they are carrying on business as such in co-partnership under the firm name and style of 'Jones & Company,' do grant, bargain and sell," or as the case may be.

In the Province of Quebec, also, the partners would appear in the deed in the same way; but in the eye of the law the transaction would be a sale or purchase by the firm through its agents, the partners.

Partner's Interest in Firm Property

Because a partner is described as having a certain share in a partnership, it is not meant that he owns a similar proportion of the firm's property. He has an interest in all the property, both real and personal, of the firm. But he can pick out no object or objects as belonging to him; his undivided share or one-third share in any object he cannot transfer. His share or interest is only his proportion of any surplus that may remain after the firm has been dissolved, the assets realized and all the debts paid and discharged. His "share" may then prove to be worth nothing.

Compensation

The article of partnership may provide that the partners, or one of several of them, shall be paid for their services to the firm. Such a provision is not uncommon in the case of a managing partner. Yet if the articles do not so provide, no partner is entitled to compensation for the services he may render, whether in the form of salary or commission. It would not matter that one partner had done practically all the work. He is in the hands of his co-partners, who, from a sense of honor may compensate him, but who cannot be compelled to do so. Nor would the rule be different if one partner, owing to the illness of a co-partner, were forced to do more work than usual. Where, on the other hand, a partner wilfully neglects his duties and his co-partners are thus forced to do work and carry his responsibilities, it is probable that the co-partners would be entitled to compensation for their services. But it has been held that in the absence of a special agreement, a partner is not entitled to be paid for his services in winding up the partnership business. Where, as in Quebec, a liquidator is appointed, the court will fix his remuneration.

Notice of Withdrawal

Partners who retire from a firm must also be careful that they do not omit to give sufficient notice of their retirement, or they may be considered to have held themselves out as partners. Thus in a case decided by the Supreme Court, one of the defences set up was, that even if the defendant, who permitted his name to be continued in the firm, after retirement, was liable at

all, he was only liable for debts incurred in respect of the class of business (that of a general store) which the firm carried on while he was a member, and not in respect of transactions in real estate and investing in securities carried on by the remaining partner after his withdrawal. It was held, however, that as no public notice of dissolution had been given, and as the defendant was aware that his name still appeared in the firm, and was also aware of the general nature of the new business carried on in the firm name, he was liable.

As to sufficiency of notice, it may be said that a special notice should be sent to each customer of the firm. The general public are sufficiently notified by a notice published in the newspapers. It will in most provinces be also necessary to file a certificate of dissolution of the partnership.

Limited Partnership

Limited partnership is that carried on in the name of one party alone, but to which another party contributes a certain sum of money to serve as part of the partnership capital, upon condition that he will have a certain share in the profits, if there are any; and that he will bear, on the other hand, a certain share of the losses, but in any event only to the extent of his contribution.

In other words, there are one or more general partners and one or more special partners. The general partners are responsible towards third parties for all debts of the firm; whereas the special partners are responsible only to the extent of their capital. The general partners alone are authorized to transact business for a firm. If the special partners interfere in the management of the business, they may be held as general partners, though they may examine the firm's books and advise as to its policy and management. The special partner cannot, while the partnership exists, draw out the money he has contributed to the capital; though he may receive interest thereon, if the capital sum is not thereby impaired, and of course he is entitled to his share of any profits. The advantage of being a special partner lies in the fact that a man can invest his money in a partnership where he has no time to give to its management and wishes to limit his liability.

Registration of Partnerships

In forming partnerships care should be taken to conform with the statutes of the province you live in. A main provision is for the registration of a declaration setting out the names of the partners, the date of commencing and terminating the partnership business, the general nature of the business, and so on. Changes in partnership and dissolution should also be registered.

Features of Partnership Laws in Various Provinces

Alberta—Partnership must be registered within six months from commencement of business. Penalty for non-registration is $100, to be forfeited by each and every member. Changes in partnership and dissolution should also be registered.

British Columbia—All general partnerships must be registered within three months next after formation of firm.

New Brunswick—Partnership must be filed under penalty of $60. Limited partnership must be filed in the office of the registrar of deeds of the county and publication made in some public newspaper or the Royal Gazette, for 3 months immediately following such registry. If publication is not made, partnership is deemed general.

Nova Scotia—All partnerships and cases where person engages in business under some name or business style other than his own name, or uses his name with the words "and company" must register within 3 months.

Limited partnership must be registered and publication of terms made in the Royal Gazette and one other newspaper published in Halifax, and by hand bills posted up in the place of business.

Ontario—Partnership must be registered within six months, as well as change in partnership or dissolution. Person carrying on a business under a firm name or name other than his own must also file a declaration of same.

In Limited partnership, a certificate of agreement has to be signed by all partners before notary public and filed in the office of the County Court Clerk. Failure to comply makes special partner liable as general partner.

Prince Edward Island—Partnership must be registered and no suit or action may be brought in the Province for any debts due the partnership until a certificate shall be registered.

Saskatchewan—Certificate of partnership must be filed within six months. Any person using any business style other than his own name or adding "and company" denoting plurality of members in the firm, must file certificate of fact. Failure to comply incurs penalty of $100.

WHY HE LEFT THE ARMY

W. R. Deeton, of Belleville, tells this of a new recruit friend of his who had been appointed orderly to the captain, from whom he was receiving his instructions.

"You rise at five o'clock," said the captain, "shave yourself, clean your boots, and your equipment, then you clean my boots, buttons, belt, etc. Then you shave me, see to my horse and groom him. After that you go and help to serve the breakfast, lend a hand—"

The recruit, whose face had been growing longer and longer, interrupted: "Beg pardon, sir, but ain't there anybody else in the army besides me?"

HERBERT KAUFFMAN ON RELIABILITY

When every other ability fails you take a try at reliability.

The snail can't in a million generations increase his pace sufficiently to gain a reputation for speed, but he can always keep going straight ahead.

The sprinter's fleetness is given to few, but a steady walker can usually manage to reach any reasonable destination.

The high-strung, nervous temperaments which seem essential to daring and dazzling performances are usually incompetent of sustained effort.

Talent is essential to many sorts of undertakings, but tenacity is equally necessary to success.

Utilize your strength to its utmost and if trustworthiness is your most remarkable asset, value its virtue as true worth.

It's a scarce quality—the demand for which exceeds the known supply.

Somebody somewhere is constantly seeking a dependable man, and willing to pay high for the certainty of efficient assistance.

There is a living for every man on earth, and failure to prosper usually lies in the mis-marketing of one's self.

KNOBS *of* NEWS

The Thompson Furniture Exchange, of Montreal, has recently been registered.

A stock of furniture has recently been added by L. C. Tepple, Lethbridge, Alta.

G. T. Stewart has been appointed general manager of Beach Furniture Limited, of Cornwall, Ont.

Greenwood & Veston, furniture dealers and undertakers, of Blenheim, Ont., are retiring from business.

Geo. Badger, a prominent furniture dealer, of Niagara Falls, Ont., died at his home on November 1.

The Andrew Malcolm Furniture Co. Ltd., will erect a $7,000 one-storey brick factory addition in Listowel, Ont.

Thomas Veitch, furniture dealer and undertaker, of North Gower, Ont., has been succeeded by Sutton Frizell.

The Victoria Doll & Toy Manufacturing Company, Limited., of Victoriaville, Que., has recently been incorporated.

H. Wolf & Sons, of London, Ont., are retiring from the retail furniture business, in order to look after other interests.

R. J. Ball, of Hanover, Ont., is the Unionist standard bearer for the constitutncy of Southeast Grey, in the coming federal elections.

Billy Smith, of Smith Bros. & Clark, London, Ont., who is recovering from a serious illness, has gone to the Southern States to recuperate.

A number of alterations and improvements are being made to Schreiters furniture store at Kitchener. Some of the departments are being moved about, and a phonograph section is being laid out on one of the upper floors.

The Middlesex Furniture Company, Ltd., of Strathroy, Ont., has been incorporated with a capital stock of $50,000. The incorporators are James W. Cameron, John C. Scott, Herbert E. Mitchell, Richard M. Pincombe, Arthur W. Bixel and Duncan Ross.

A. H. Cosby, furniture dealer and undertaker, Gravenhurst, Ont., is now located in his new store, one-half of which is devoted to furniture, and the other half to an up-to-date funeral chapel, showrooms, etc. The store has a front of 45 feet by a depth of 90 feet.

A new general manager is in charge of the Beach Furniture, Ltd., at Cornwall, Ont. G. T. Stewart, now looking after that office. Mr. Stewart is a young man of experience in the furniture field, having been connected with one of the bigger concerns in the South. His advent in office will allow Mr. Beach to get outside more than was possible in the past.

BIG MATTRESS ORDER

The Canadian Feather & Mattress Co., Toronto and Ottawa, are busy on a Government contract to make and ship 7,000 mattresses. The company's factories are working overtime on this order, and shipping the mattresses as soon as made, as the contract calls for completion of order and shipment to Halifax, by January 1.

PRESENTATION AND BANQUET TO JACK GIBSON, OF WINNIPEG

Mr. Jack Gibson, the popular salesman of "Potter's Furniture," Winnipeg, was tendered a farewell banquet on October 30, at the St. Charles Hotel, on the eve of his departure for Toronto, to go into training as a member of the Royal Flying Squadron.

The gathering was a representative one of the furniture dealers and salesmen of the city. Those present were, F. U. Humphries, of the Wilson Furniture Co., A. M. Tanny, of J. A. Banfield Co., E. A. Rae, and Edgar Roberts, of the Leslie Furniture Co., F. Dale, of the Overland House Furnishing Co., A. R. L. Collins, of G. R. Gregg & Co., W. H. Rennie, of Robinson Co. Ltd., and A. W. Johnson, sales manager of the Alaska Bedding Co. Ltd. The following represented the travelling fraternity: Archie McIntyre, Wm. Quast, W. Jones, E. J. Brownlee, D. Bouey, Bert Woodcock and Wm. Gregg.

Mr. W. H. Rennie made an ideal chairman for the occasion, and in his usual humorous manner, introduced the various speakers. After first proposing the toast to the king, he called on Mr. A. W. Johnson,



MR. JACK GIBSON,
of Potters, Limited, of Winnipeg, who has joined the Royal Flying Corps.

who in his happiest vein, presented the guest of the evening with a wrist watch, and spoke of the sterling qualities of character of Jack, and the manner in which he had won for himself, the respect and high esteem of the business men with whom he had come in contact. His genial disposition and square dealing had made him a general favorite.

Mr. Gibson was entirely taken by surprise, but his native Irish wit came to the rescue and helped him out of his trying position. He spoke of the pleasant associations that existed among his numerous Winnipeg friends, but also of the higher call to service to which it was his duty to respond.

The other speakers testified in the highest terms of Jack's many good qualities, and appreciated the sacrifice he was making, but admired the spirit which prompted him to give all that he possessed in the service of his adopted country.

Mr. Edgar Roberts, on behalf of the retail merchants, voiced the sentiments of all present, that when our guest returned to Winnipeg, every effort would be made to obtain for him as good or a better position, as he now occupied among the "Ambassadors of Commerce," hoping that his loss would only be a temporary one, and looking forward to the day when we would welcome him back to the west. Song, story, readings and music, made the evening all too short.

Columbia
Grafonola
and Columbia Records



All the best homes in the land love the Grafonola

Columbia Electric Grafonola, Price $175

Mr. Furniture Dealer—Some one is going to sell your customer a Grafonola this Christmas

The electrically operated Grafonola shown, is going to be mighty popular this season. Grafonola models run from $24 to $300. Something to suit every taste and purse.

Our delivery facilities are exceptionally good this season.

Write us now for our inviting proposition.

Columbia Graphophone Company

Sorauren Avenue, Toronto

Talking Machines in the Furniture Store

LOTS OF PEP DURING WIND-UP OF XMAS CAMPAIGN

THE present is the acknowledged harvest season for the sale of talking machines, and every furniture dealer should make the most of it. During the past few months you have no doubt had many prospective purchasers looking at machines for Xmas presents. Now is the time to make a strong drive to close sales to any such prospects who have not yet made a purchase.

There should be big sales of talking machines this year because the public are in a position to buy them. Conditions in the industrial centres are most bright, while the money value of the crops in Canada this year is the largest on record. It is certainly a time to make a drive for sales in talking machines and records.

Use Windows and Advertising

Make occasional window displays of them. And make the displays as unique as possible. The Christmas holiday season is a particularly good time to do so. And when customers are in the store see that a machine is kept in operation. A remark passed by a customer may afford an opportunity to make a sale of either a machine or of a record or two.

And don't overlook the importance of advertising. Use the local papers. And supplementary to the local papers use circulars, addressing them to the people in your locality. Do this for the Christmas trade by all means, and occasionally during other parts of the year. A nicely gotten up circular will serve the double purpose of reminding the people of your neighborhood that you are still in business. If you do the thing properly it will also suggest to them that you are wide awake, and that is a reputation well worth earning.

MAKING SALES FROM THE VILLAGE STORE

The following account of the introduction and successful working out of a talking machine department in a village store is adapted from an article by Howard Taylor Middleton, which appeared in Talking Machine World: "When our stock came a bright young woman with plenty of tact and good common sense, was installed as assistant manager and sort of social hostess.

"Our salesman went out after business. While he was making a carefully planned tour of the surrounding farming community and making friends, his assistant was entertaining the village sewing circle, the girls' sunshine club, the Browning league, and the women's thimble bee, serving tea in fragile cups, and thin sandwiches on paper napkins bearing a neat and dignified ad., also rendering a skilfully arranged concert of choice records.

Creation of Enthusiasm

"The plan adopted from the first, both in the store and on the road, was to create enthusiasm. When the salesman called on a farmer, he explained very thoroughly just how badly that farmer and his family needed a talking machine. He simply used the methods employed by every up-to-date salesman, but his pleasing manner and general air of optimism were largely responsible for the satisfactory orders he brought in. Once his prospective customer became in the least interested, he was asked to call at the shop for an hour of good music and good cheer. He was informed that as it was the off season on the farm he could easily get away for that length of time, and as a party of his friends were expected, it would be in bad form socially, for him to disappoint them. His wife was told that her chum, Mrs. Brown, had given her word to be among those present, and would expect her also.

Recitals, Local Events

"In the capable hands of the assistant manager these parties were a pronounced success from the beginning. By the display of rare tact just the folks who were most apt to be congenial were assembled at the same time, and it soon became quite the usual thing for a matron in the village to ask this question of her spouse, 'Going to lodge or the talker shop to-night, Sam?' and the answer would probably be, 'Well, I'll run down and hear a few records, I reckon; some of the fellows I like are going to be there. I can send my dues over by the boy.'

"The store had not been opened two weeks before the minister called to congratulate us upon our hospitality, and to assure us that we were doing real good in the community. After this visit of the clergyman, and at his suggestion, our salesman attended a meeting of the school board, while his assistant talked business to the pretty principal and her staff. This resulted in the sale of a machine and a large collection of educational records.

"He sold the chief of the Boy Scouts an instrument, to be used as an accompaniment for drills.

"The young men's associations, not only in this village but in surrounding villages, have been inoculated with the desire for talking machines in their meeting rooms.

"Dances and operatic performances, both of the evening dress and informal varieties, were given.

"The little weekly paper in the village carried a good advertisement of ours in every edition, containing a list of all the new records as they appear, and little items of news interesting to the talker fan."

This last paragraph is a good argument for a "Music-in-the-Home" corner or column, even in the smallest weeklies throughout the country.

Music is nature's necessity. It is controlled by laws just as valid and abiding as those that govern the supply and demand of the food on our tables and the clothes on our backs.—Raymond L. Forman.

Ideal
PERFECT TONE REGISTERED

The Perfect-tone
PHONOGRAPH

EVERY Live Dealer should have the agency for this perfect tone instrument.

The clear, perfect and distinct reproduction that the IDEAL gives, is the reason that it is quickly superceding higher priced machines.

The makers of the IDEAL are men of long experience in the phonograph business, and they have succeeded in producing a musical instrument that plays all makes of records with a beautiful, even tone, that is a delight to all who hear it.

The model shown here is fully equal to any other machine on the market at $150.00. Send in your orders now.



MODEL 85

$85.00

WALNUT, MAHOGANY, FUMED OAK

Model shown above will boost your Xmas sales—order now.

Write at once for exclusive territory

Regal Phonograph Company, Limited

145 Church Street, TORONTO, CANADA

Find It Profitable to Handle Talking Machines

A Cincinnati furniture firm says that it pays to handle the line—An interesting article from The Furniture Record.

By KENNETH C. CARDWELL

CONSIDERING the extent to which phonographs are now handled by furniture dealers, it is really hardly debatable as to whether they are good merchandise for the trade; but, on the other hand, there are still many dealers who either do not handle them at all, thus proving that they are not convinced, or who nibble at the business, so to speak, and thus do not get out of it anything like what they should. This makes it worth while to cite a concrete case, now and then, to show that leading members of the trade think pretty well of the phonograph as a leading item in a retail furniture stock.

Success of Furniture Firm

For instance, there is the Lowry & Goebel Co., of Cincinnati, a concern well known in the trade, and numbered among the leaders in the Queen City. Lowry & Goebel are progressive, which means that they overlook no bets in the matter of improving their business; but, at the same time, they are not the sort of business men who take on untried and experimental plans, entirely without reference to their chances of success. That is why the marked success they have accomplished in handling phonographs is an excellent illustration of what can be accomplished, within reasonable limits, by any furniture dealer.

Up to three years ago the company did not handle phonographs. It will be recalled that at that time there was nothing like the number of furniture stores handling phonographs that there now is, and that, moreover, there were only a comparatively few makes on the market, in proportion to the number of good instruments now offered. In short, neither the furniture manufacturer nor the furniture dealer had up to that time fully realized the possibilities which lay in the "talking machine." The Lowry & Goebel Co., however, was considering taking on a well-known make of machine, when it had an opportunity to secure the Cincinnati representation of another phonograph, which was just being placed on the market.

Did Not Hide on Upper Floor

Investigation revealed that the machine was satisfactory in all respects, and the company accepted the agency, and at once prepared to push the business with its usual vigor. Instead of placing its stock of phonographs up on one of the upper floors, hidden from the public, difficult to get at, and more or less mingled with the furniture departments, the company realized at once that the line was one which would respond to publicity, and decided to give it all possible prominence.

This was done, as far as location in the store was concerned, by giving the phonographs the most prominent position in the establishment—the space at the front of the store, immediately to the left of the entrance—occupying the entire left side of the store. This space was about 36 feet in depth, and 15 or 16 feet wide; not a large space, but one of considerable value for display and selling purposes, inasmuch as every person entering the store was bound to see it. The phonograph department has been kept here ever



One of the soundproof demonstration booths in the phonograph department of Lowry & Goebel.

since, the success which has attended the business, partly by reason of this highly favorable location, being ample reason against any change.

Department Properly Fitted

Moreover, the department was fitted up in tasteful and practical style, the same general plan being followed as in music stores, where phonographs have been handled, as a matter of course, for years. This is a point where many furniture dealers make a great mistake. They place the instruments in stock, put one in the window now and then, and expect them to sell themselves. Naturally, the music stores, where every proper facility is provided for the sale of phonographs, gets the major share of the business in such cases.

The Lowry & Goebel Co., however, like other furniture concerns which realize that a thing worth doing at all is worth doing well, has a system of soundproof demonstration booths, enabling salesmen to show customers the machines in the desirable quiet and seclusion of a separate room, and to play records without interference from other instruments or from outside noises. The space referred to is divided into four of these booths, with a narrow space left next to the wall, accessible from both ends and from all of the booths, for the record department.

Attractive Booths Arranged

The company has been told, and has reason to believe, that the appearance of its phonograph department is as attractive as that of any similar department in the country. The woodwork of the booths is in white enamel, while hangings of French cretonne, with wicker furniture upholstered in the same material, lend an air of brightness and luxury which can hardly fail to make a good impression on customers. A handsome rug covers the floor of each booth, giving a finishing touch of comfort and good taste.

The record department is unusually complete, some thousands of discs being carried, embodying an almost infinite variety of classic, popular and other selections. These are carefully indexed by number, so that it is a matter of a moment to find any record desired, whether for sale or for demonstration. In this connection, it should be borne in mind that a complete record department is one of the best possible investments for a dealer carrying phonographs, as it calls for comparatively little money, and keeps turning over rapidly.

Records Are Big Feature

"In fact," said an officer of the Lowry & Goebel Co., "the record department is one of the best features of the phonograph business. If you handle the business properly, every customer who buys a phonograph is therefore a pretty regular buyer of records, thus keeping a steady stream of business coming into the store. A parallel is the safety razor business, in which it is said the manufacturer can afford almost to give the razor away in the first place, in order to obtain a customer for blades. You don't have to give phonographs away, by any means, but, at the same time, every instrument makes you a customer for records.

"Phonographs themselves, we have found, are rather easily sold. For instance, during the holiday season, when the bulk of the furniture stock is not moving, phonographs furnish a line which is at its best, as people are learning that such an instrument is highly appreciated as a gift, and that it is not too expensive, considering the wide range of prices available. At other times, too, phonographs will respond readily to extra selling and advertising efforts, thus furnishing a source of business to help along things in general whenever the demand for furniture gets too quiet.

Sell to Regular Customers

"Sales are readily made to customers coming to buy furniture. Purchasers of a quantity of furniture, as in cases where people are just starting housekeeping, readily buy a phonograph as well, as it adds comparatively little to the total amount. It is just that much more for the store, however, whether the instrument sold is priced at $75 or is one of the higher-priced kind. In other words, it is an extra item, which is not difficult to sell, and which adds substantially to the total volume of business in the course of a year.

"There is another feature of the phonograph business which we regard as highly valuable, aside from the merchandising value of the instruments themselves. They are amply able to stand on their own legs in the matter of earnings; but as a means of bringing people into the store, they have proved to be very useful, providing an avenue to additional furniture business. People come in, for example, who have seen our phonograph advertising, or who for some other reason desire to look at the instruments; and this often brings to their attention articles of furniture they want to buy, or interests them in the store, so that they return for furniture purchases.

Plenty of Opportunities

"The fact that phonographs are usually sold on monthly payments helps this feature, as people come in at least once a month to make their payments, and so become used to visiting the store. Naturally, when they think of furniture, the store where they go so often is the one they do business with. In the same way, the frequent visits of phonograph customers for the purpose of buying records, serves to bring people back time and again who might otherwise never have been in the store, and this has a splendid effect on the furniture business."

It is easy to gather, from what has been said, that the Lowry & Goebel Co., is thoroughly convinced of the value of a phonograph department as a part of its business; and this is the case. As pointed out, however, the company did not go into the matter half-heartedly, but took every possible means of seeing to it that the phonograph section was handled in first-class fashion. It is undoubtedly to this that the company owes much of its success with the line; and it may be ventured that many furniture dealers who have, perhaps, not done well with phonographs, would find their returns from the business much more satisfactory, all around, if they would only give similar care and attention to it.

PLAY NATIONAL ANTHEMS

At this time when the patriotic spirit is so strong, the furniture dealer can attract the attention of customers to his store on special days, and also interest them in talking machines, by having a machine to play the national anthems of the Allies. A great number of persons are not familiar with the anthems of other nations, so that the rendering of them with a card telling which is which, would be a feature both educational and patriotic at this time.

APPRECIATION OF TALKING MACHINE AT FRONT, AS FACTOR IN SALES

The extent to which men at the front and in the hospitals in England have been entertained and cheered by talking machines, is going to be of great benefit to the talking machine industry. Men who come back from the front have been educated to the value of their music, and it is going to mean many sales. Besides, others have come to appreciate their value from the statements of such soldiers.

The connecting up of the soldiers' appreciation of the talking machine with the making of sales, will prove of value, both to manufacturers and retailers. The Nordheimer Piano & Music Company, Ltd., of Toronto, recently made use of the idea in an ad. headed, "Music from home—a story of a wonderful phonograph and a soldier lad in France." It read as follows:

Set like a jewel on a softly-rolling hill "somewhere in France" is a beautiful old Chateau, which has been turned into a Red Cross hospital for convalescent soldiers.

To the lad seated in the big chair on the restful, breeze-swept terrace the past months spent in that other far-away world seem but a blurred and fantastic dream. He folds the home letter which has absorbed him for some time, and closes his eyes rather wearily—for the ache of knitting bone and healing ligament is persistent to-day.

Suddenly he starts—and listens. Is it a dream-voice he hears singing the familiar "Little Grey Home in the West?" No, the nurse has rolled a phonograph out on the terrace, and this it is he hears—a voice is singing tenderly—a voice that reminds him of Hers! He presses tight in his palm the letter:

"When the golden sun sinks in the hills,
And the toil of a long day is o'er,
Though the road may be long, in the lilt of a song
I forget I was weary before.
Far ahead where the blue shadows fall,
I shall come to contentment and rest.
And the toils of the day will be all charmed away
In my little grey home of the West."

Like the touch of her cool hand on his brow, the soothing memory-laden melody wafts to his senses. The first verse ends—the boy leans forward, a new-found interest in his expressive face.

"I never heard a phonograph play like that before—so clear and natural, I mean. What one is it?"

"The Aeolian-Vocalion," replies the nurse. "The tone is wonderful, isn't it?"

"It doesn't sound like a phonograph—a friend of mine at home sings that song, and in the part "And the toils of the day will be all charmed away" she softens her voice almost to a whisper—and it just gets you."

"Well, the best part of this phonograph is that you can play it just as she sings it. See, you pull or press in this little device called the Graduola, and so vary the expression any way you wish."

Eagerly he takes the Graduola in his hand, and the nurse starts the Vocalion again. The second verse begins, and at the line "But with love brooding there" he gently draws out the Graduola, and, true enough, the clear voice drifts away to a tender softness which falls on their ears like a caress:

"But with love brooding there,
Why, no place can compare
With my little grey home in the West."

"That is wonderful—to be able to play it as she sings it; it makes me feel as if I were singing with her—it almost brings her here."

So the Vocalion does bring real musical personality right to your own hearth. If you simply listen, it reproduces with marvellous fidelity the artistry of the musician who sang or played the record. If you play it with this astonishing Vocalion tone-control, the Graduola, you may give the music the interpretation of some friend, or your own musical fancy, as you please.

The Aeolian-Vocalion is on sale in England and in France, and is being played and enjoyed there to-day. While its price is no higher than other phonographs, its value, on account of unquestioned tonal perfection and this delightful expression-control privilege, is incomparably higher.

The same idea could be used to advantage by any dealer in talking machines. It is a line of sales creation that will be found well worth developing.

NO APPREHENSION FOR THE FUTURE

Every now and again some chronic prognosticator looms up with the warning that the talking machine is "at the flood tide of its prosperity," and that before long machines in large quantities will become silent through their owner's interest dying out. Thinking of the talking machine merely as a means of amusement these people, though let it be admitted they are very few in number, see the "craze," as they term it, on its last legs, the novelty almost worn off, and the doom of the industry almost sealed.

Nobody but the most blinded to facts would take responsibility for saying that people tire of good music.

THE VALUE OF THE TALKING MACHINE

Educational leaders of an outworn day have degenerated into common scolds in their denunciation of the modern devices of the talking machine and the motion-picture machine as giving a machine finish to the art and science of teaching. It seems strange now that most of the opposition to the talking machine in the educational field came from music teachers. Yet vocal students use the phonograph to study the phrasing, expression, and enunciation of the great singers. Olsen's white-headed kids, through the imitative instinct, learned this without realizing it. Operatic stars employ the phonograph to criticize their own singing. Titta Ruffo, the great baritone, is said to have declared that he learned more from his talking machine than from his teachers.

Now the school value of the phonograph is everywhere acknowledged. More than three thousand cities in this country have them in their public schools. New York alone has 459 to use in connection with physical training, and this does not include those bought by individual schools. They keep time in marching to assemblies, they lead concourse singing, add to entertainments; folk dances, drills, calisthenics are all conducted with their aid.

Music is given its place in the treatment of the sick. The phonograph is the only source for any and all types of music at will. The wounded in Europe's war hospitals have reason to be thankful for it. One French soldier, wounded at Verdun, wrote back to an American benefactor, "I could not get the pounding of the guns out of my ears until I heard the old folk-songs on the phonograph."



"The Vocalion Produces the Sort of Music We Want in Our Home."

"I was intensely interested by the very first record that was played for us by the Vocalion."

"Before we heard any more we had determined that there was a place in our home for the Vocalion."

Many letters have we received from Vocalion representatives, reporting conversations much like this. Everywhere the Aeolian-Vocalion is heard it is received with wonder and enthusiastic satisfaction.

The full significance of the Vocalion Expression device—the Graduola—is quickly realized by the dealer. Let the customer play—let him or her experience the actual practice of musicianship—and a sale almost inevitably follows.

The AEOLIAN-VOCALION

Backed up by remarkable advertising, the length and breadth of the continent—the Aeolian-Vocalion dealer has a sales argument and support superior to any other phonograph representative. If the Aeolian-Vocalion is not represented in your town, write us.

The Nordheimer Piano & Music Company, Limited

TORONTO

Sole Canadian Distributors for the Aeolian-Vocalion

Explanation of a Successful Record Follow-up System

It is necessary for the dealer to have a little system in this department—Outline of the methods of one store.

KEEPING track of the goods delivered to homes on approval or on other conditions is a very necessary part of the talking machine dealer's bookkeeping. The most satisfactory system is the one that is non-complicated yet complete. We here publish a description of the system employed by an American departmental store in the musical instrument department. It is adapted from various forms used in other departments of the store.

Keeps Stock Down to Minimum

Incidentally it provides a way for taking care of everything the talking machine department has to sell. This in itself is important, inasmuch as it further reduces the number of records which the department has to keep, and means that references to them can all be made at one time and in the same filing case, instead of it being necessary for the bookkeeper or whoever handles that part of the work to wade through one file for the records of machines, and perhaps another for the records of records, if not a third for a record of those transactions involving both machines and records.

Leaving machines and cabinets out of consideration for the time being, suppose that a customer called at the store and made a selection of records she wanted to have sent out for trial. Of course, the matter of the credit of the customer has to be settled first. In this store the extension of credit is handled in a common-sense way. Often the sales people know the customer, and if not it is an easy matter to inquire whether the customer has an account at the store. The credit department passes the case in a moment. Then for the record.

Forms Used for Approval Trade

The forms, printed in triplicate, serially numbered, ets., are supplied in books. A white sheet on top is for the store record and files, the tissue which takes the impression on the under side from the double-faced carbon, and the pink or yellow sheet, which is delivered with the goods. The tissue remains in the book for later reference in case of accident to one of the records, etc., and for use in making up the report of the department manager. This book always lies on the desk next to the little filing cabinet, where the permanent file is kept, and this is arranged conveniently to the section where the stock of records is kept.

When the selection of records to go out is made up, etc., the blank is filled in. Beginning at the top, the number of days allotted for trial is noted—usually two—though it sometimes is advisable to be somewhat more generous in cases of free-buying customers. Then the date is written in, name of customer, address, etc. The space for description of the records is divided into six columns. This is a convenience and enables separation according to the cost of the several records. These are listed by number only, the numbers representing $1.50 records going in a column by themselves, the same with the $1 records, and so on up or down the list. In this manner the totaling of the valuation is expedited, it being necessary to count the records in one column and multiply. Then the total amount is ascertained and entered in the space provided.

The white sheet goes into the A to Z file, according to the name of the person to whom shipped. Every morning this file is run through by one of the men who is assigned to that duty, and the "call-in" items listed, with numbers of records, nature of articles, etc. Comparison of the date and number of days allotted is the work of a moment, and the list of calls the drivers are to make is made up in a few minutes, at least when the file is not bursting full, as it would like to be seen by any dealer. As the drivers report, that same day or the first thing the next morning, the returns they report are checked. In the case of a report showing no success in recovering records, a penciled note is made on the edge of the record, such as "Not in," "Nobody home who could attend to the matter," or "Want records another day." In each case like that the date on which the "call in" was attempted is noted for later reference. All the alibis that householders know, find their way to such entries, and they are numerous.

When Records are Returned

When records are returned, however, the memorandum is checked against them. A record in good condition, and represented by a number on the memorandum is indicated as returned by a pencil line drawn through the number. When the whole stack is gone over the lists will usually show one and often several numbers not checked off. In other words, sales have been made. And then the account is handled in exactly the same manner as any other charge account, the bill being made out in the usual manner on one of the duplicating books, the record going to the bookkeeping department of the main store for further handling. The white slip itself is put away in a large filing case, A to Z, like the smaller one, and retained for a varying period, sometimes for months, before the file is gone through and the old records destroyed.

It has proved necessary to preserve these records in this manner, for sometimes there are disputes as to the accuracy of the bills presented. A customer will say he, or she, is being charged with something never received. The record shows distinctly, the number of the record is there. If, as is uniformly the case, the customer is honest about the deal, she will identify the record in her collection by the number, and will then often recall that she did get it such and such a collection, and will pay with no further objection. The system is so carefully followed, however, that there are ordinarily few mistakes, the plan of double-checking and following up serving to keep records that are out at the same time well in hand.

Whether, as sometimes happens, the person who is noted as having received a selection of records, etc., proves too much for the drivers to handle, the white slip comes out of the original file and goes to the manager's desk. Here it is collected with the statement of charge for the whole selection which went to the customer's home, the duplicate of the bill made out by the department; notes as to what she said, etc. The



That Good Old Christmas Wish

¶ We take pleasure in extending to the Furniture Dealers of Canada the heartiest good wishes of the Season. May your Christmas be a merry one, and may you prosper throughout the New Year.

¶ You can ensure the prosperity of the New Year with a Pathe agency.

¶ In the year just closing the Pathephone and Pathe Records have been the sensation of the talking machine trade.

¶ The national advertising relative to Pathe, together with the unique and high quality of the goods, make this line a profitable one for the furniture dealer to handle.

¶ Link up now with the Pathe and make 1918 a red-letter year in your history.

Pathe Freres Phonograph Company of Canada, Limited

Factories and Head Office:
4-6-8 Clifford Street, TORONTO, Canada.

Western Distributors: **R. J. Whitla & Co., Winnipeg Man.**
Maritime Province Distributors: **H. L. Hewson & Son, Limited, Amherst, N.S.**
C. W. Lindsay, Limited, Montreal.

manager then undertakes to straighten out the tangle by letter, writing according to the facts in the case and reminding the customer of the understanding that the records were to be charged for at the end of a specified time, together with what other information that is available from looking up to the men whose check marks are signed to the memorandum. The whole correspondence is kept together by clips, and on a corner is marked a date, thus: "8/20," meaning that it is to be followed up on the 20th of August. If inquiries prove that the first letter got results, the incident is closed. If not, another communication follows, marked to be followed up at a certain soon-following date. By running through the file of this matter every morning, not a tedious undertaking when the follow-up system is followed up, the bulk of matter in this file is held down.

A Simple System

In other words, here is a simple system in the extreme. It is one that calls for few motions. One set of entries, only; one record, only; and a complete and perfect record of every transaction the department could be expected to make. It is used when the house supplies some other dealer with a record or records he does not happen to have, and the record of these transactions thus kept to be checked against similar favors asked of that other concern. In cash sales, also, the system could be used, and thus would give a complete record of every item handled by the department. It is a system that cannot make mistakes—provided the men who make the records make them accurately. And that is a qualification that must be applied to whatsoever system of record keeping.

The system has been in use from the time the company began to handle musical instruments. All the managers of the department have employed it, and the back files show that it has generally been well handled.

THIS IS SOME JOKE

"Jock, mon, I'll go ye a round on the links i' the morn."

"The morn?" echoed Jock, doubtfully.

"Ay, mon, the morn; I'll go ye a round if ye like."

"Ay, weel!" said Jock, "I'll go ye. But I had intended to git marrit i' the morn."

SUGGESTIONS FOR THE XMAS CAMPAIGN

This week would be an excellent time for a recital to interest people who are thinking of buying a machine for an Xmas gift.

Adopt a slogan "Will you have a talking machine in your home this Christmas?" and give it publicity by newspaper space and show card.

Put in a special Xmas window of talking machines. We gave a good suggestion for such a window in our last issue.

If you don't ordinarily send out a salesman to follow up prospects, this month would be a good time to give the plan a trial.

Use show cards to drive home the simplicity of operating a talking machine.

Use the consumer advertising of the manufacturer whose machine you sell, to boost sales. To connect up your store with advertising in a worth-while magazine is good business.

Suggest that people who already have a machine will welcome some new records at Xmas time.

Now is a good time for a special circular on talking machines.

No. 2 Special Rayola which sells for $55.00



Dimensions 17½ x 19½, height 20", made of quartered golden or fumed oak. Has double spring motor, large nickel plated tone arm with adjustable sound box which will play any make of disc record. Has large wooden horn to magnify the sound, with a tone modifier to reduce the tone if required. We consider this the best value on the market in the phonograph line. Liberal discount to the trade.

We also carry a stock of Wonder Phonographs which retail at $10.00. They also play any make of disc record.

LONDON PHONOGRAPH CO. 234 Dundas Street LONDON, ONT.

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: ELYRIA, OHIO; NEWARK, N. J. PUTNAM, CONN.

CHICAGO ATLANTA SEATTLE CINCINNATI TORONTO
Lumsden Building

1918

The Phonograph Year

Make your arrangements NOW for your
MOTOR, TONE ARM, and
SOUND BOX requirements.

Heineman and Meisselbach Motors
and the World-Famous Dean Needle

Are the standards in the talking machine field. Manufacturers who use them state that they are the finest motors in the world, and realize that their dealers and the dealers' customers can depend on the quality.

WE ARE AT YOUR SERVICE

Canadian Branch:
LUMSDEN BUILDING, TORONTO

Otto Heineman
President

MEISSELBACH
TONE ARMS MOTORS SOUND BOXES

TALKING MACHINES BIG FEATURE OF YEAR

ONE of the big features in the merchandising field during the past year, has been the development in the production and sale of talking machines. The progress during 1916 was quite outstanding, but has been far surpassed by the developments of the past year. Not only has the big concerns that were already established continued to make headway, but a large number of new concerns have entered the field, and quite a few of them have become factors of considerable importance.

The fact that people both in the industrial centres and agricultural districts have had plenty of money has made possible a considerable degree of success, even to certain firms that did not have strong financial backing and who have not given much study in the production of their product. There is no doubt that



Suggestion for advertisement to secure Xmas trade in talking machines.

quite a few of the concerns that have sprung up during the past year will fall by the wayside under the strain of keen competition because of lack of capital or lack of quality in their product, more particularly the latter. The extent to which advertising is used to back up their product will also play quite an important part in the survival of the various concerns.

An incentive to all manufacturers as well as all retailers is the manner in which the public are taking to talking machines, recognizing them as a desirable asset of the home, both because of their entertainment as well as their educational features. As more talking machines are sold, this tendency will increase just as the sale of an automobile in a town is a big factor in influencing others to buy. In addition to this, the increasing amount of advertising that is being done by manufacturers is bringing about a great appreciation of talking machines on the part of the public.

This is all of importance to the furniture dealer because he is the logical distributor of talking machines, as they are so closely related to furniture. Besides, the success that furniture dealers are having with their phonograph departments is ample proof of the suitability of the furniture store for the sale of this line.

TONE CONTROL DEVICE IS FEATURE OF AEOLIAN-VOCALION

One of the big features of the Aeolian-Vocalion, for which the Nordheimer Piano & Music Co., Limited, of Toronto, are the Canadian distributors, is its "Graduola"—a tone control device. The inventor of this feature was F. J. Empson, of Sydney, Australia, who felt keenly the inability of the phonograph he had purchased to reproduce certain of the finer and more subtle musical effects. Instead of finally discarding the phonograph, or resting content with its limitations, he devoted himself to overcoming them. He sought a means by which the wonderful records of the world's master artists could be heard again and again without monotony—a means for introducing the subtle and changing shades of expression with which the musician himself varies each performance. His efforts met with success and he took his invention to London. In London, however, he found so much difficulty in getting a satisfactory hearing from phonograph manufacturers that, becoming discouraged, he made his arrangements to return home, and had he not just at this period met a friend who gave him good advice, the wonderful results of his labors would have been lost to the world. This friend was well-acquainted with the management of the Aeolian Company in London, and strongly urged that before giving up, he submit his invention to this house.





It was approved of by the London management, and the inventor was sent on to New York with his invention, which was adopted by the Aeolian Company, and incorporated in their machines, which are now obtainable in Canada in many designs at moderate prices.

THOMAS MANUFACTURING COMPANY INCREASES ITS CAPITAL STOCK

The Thomas Manufacturing Company, of Dayton, Ohio, manufacturers of phonograph motors and parts, has increased its capital stock from $25,000 to $300,000. The enlarged capital will allow for further development of the business, and enable the company to build up some reserve stocks of motors and parts, in order that deliveries may be made the same day orders are received.

The Phonograph Shop, Toronto, has recently been registered.

THESE ARE TIMES *of* CAREFUL BUYING



Model "C." Price $32.50
Golden Oak or Birch Mahogany.



Model "B." Price: Mahogany $50, Oak $45
Mahogany, Golden and Fumed Oak.

The attitude of the public is thoughtful. They want full value for every dollar expended. ***The Phonola*** appeals to that thoughtful attitude, because it gives all that is required in a phonograph at a moderate cost. This fact is the reason our two factories are working to full capacity—and at nights. Write us for our agency proposition.



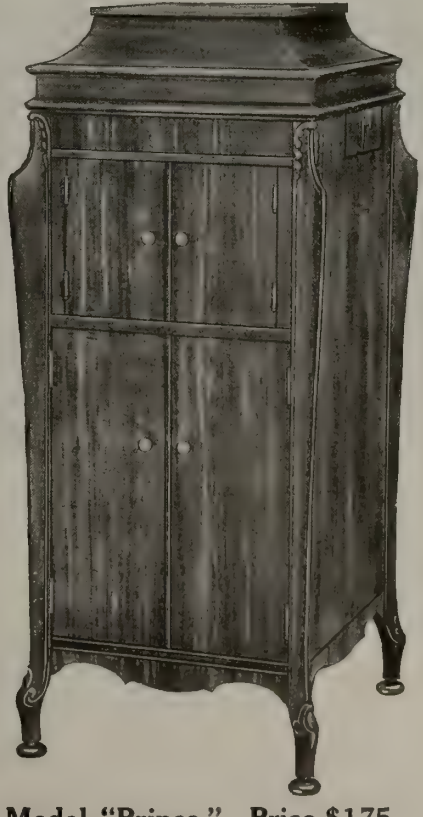
Model "Duchess." Price $75
Mahogany or Fumed Oak.

Other models from $18.00 to $250.00

Pollock Manufacturing Company
Limited

Makers of the
PHONOLA

KITCHENER, CANADA



Model "Prince." Price $175
Mahogany or Early English, Golden and Fumed Oak.

The Voice of the Home

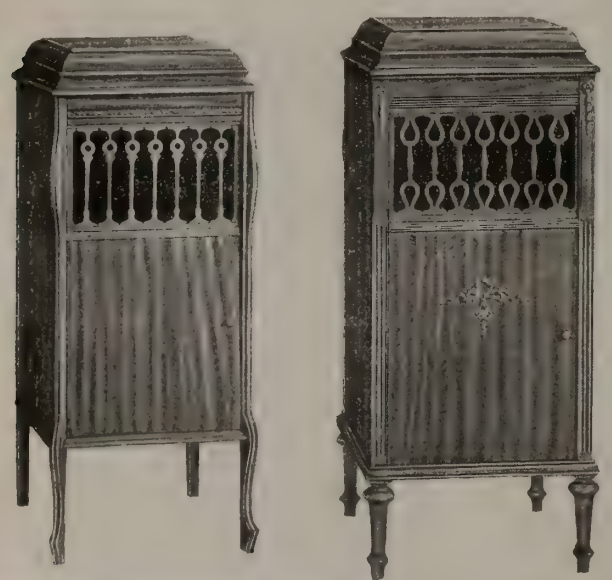
Editorial note—The following article from the New York Journal, is a good boost for talking machines. It will prove good material for the dealer to use in a circular or to get the editor of the local paper to publish.

THE machine that reproduces the human voice, musical instruments, all music, and dramatic power, is to the human race a discovery as great as the printing press, which gave us the printing of cheap books.

The extraordinary inventions for artistic automatic piano playing are equally valuable and marvellous in their benefits to the race, in their spreading of education.

The work of the greatest musicians, and the technical skill of the greatest artists can be reproduced at will, adding to the production the player's own temperament and feeling—without undergoing the long years of tedious, painful preparation and study, and without undergoing the torture of imperfect performance.

The machine that reproduces the human voice, and the machine that reproduces the piano recitals of the greatest artists of this age, are the greatest intellectual triumphs of this age. They mean more to the human race even than the flying machine or the wireless telegraph. For those are mechanical instruments, dealing only with the physical problems and the physical part of man. The marvellous inventions that put the musician's genius and the artistic talent of the professional performer within the reach of all are aids to the human intellect—and those are the most important of all aids.



Two models of phonographs manufactured by The George McLagan Furniture Company.
Right, L 15—Can be supplied in mahogany and walnut. Left, L 13—In quartered oak, mahogany and walnut.

The self-respecting man would scarcely admit that he lives in a house without books.

Just as great a misfortune—greater, even, for young people and for children—is to live in a house without the modern miracle of art, the machine that talks and sings, the piano that contains within itself, or the machine that gives a voice to the millions of pianos that are dumb because none in the household can make them speak.

In ancient days few men—only the rich—could own good books.

Each book was written by hand, illustrated by hand. Men travelled thousands of miles to visit the library, and the burning of a library was a misfortune for the whole of civilization.

To-day the poorest man may own the greatest books. The intellectual genius of all ages is on the shelf, asking only to be taken and made part of the owner.

As it was with books and the thoughts of the greatest writers, so it was, until recently, with music and the genius of the great musician.

Music was for the few. Year after year of painful study was necessary to enable the individual to reproduce, even in a faulty manner, the creations of genius.

Concerts and operas were few and expensive. The knowledge of the best music throughout this country was practically nil.

To-day, thanks to the invention of the machine that speaks, not only the greatest music, but the greatest musicians, singers and players of musical instruments, are at the command of every family, of every mother and father, of every child.

It is impossible to predict the wonderful results that will come to the human race in a few generations from this making of good music universal.

Wherever the father and mother will it, the children may hear from their infancy the work of genius, the greatest composers, the most wonderful artists.

Painful labor and the unsatisfactory results of musical study are done away with.

The genius of Beethoven, the dramatic power and voice of the greatest artists, are at hand on your shelf, like the poems of Shakespeare—and great personality is added to the beauty of the music.

There are many presents, useful and otherwise, that may be appropriately given.

But for the home that lacks the singing and talking machine, with an equipment of good records, music gay and light, music serious and noble, there is but one gift to be thought of.

The greatest addition to the education of man since the days of Gutenberg, is the machine that does for music what the printing press did for books and knowledge.

If you haven't in your house a machine that makes all music and all artists your own, GET ONE.

If the friend to whom you mean to give a present, lacks the modern machine of civilization, GIVE HIM ONE, or give him a better one than he has.

A man would feel himself disgraced if one, entering his house, should ask: "Have you a book in this house?" The answer would be: "Do you suppose that we are not civilized?"

The house in which there is no machine to interpret musical genius and artistic genius is just as far from the latest civilization as the house in which there are no books.

"My dear," called a wife to her husband who was in the next room, "what are you opening that can with?"

"Why," he said, "with a can opener. What did you suppose?"

"Well," replied his wife, "I thought from your remarks you were about to open it with prayer."

DEALERS! ORDER NOW!

Be Protected For Your Holiday Requirements

Now is the time to place your orders for delivery during the fall months. Shipments will be heavy this fall and dealers who order now will assure themselves of having talking machines in stock when the big selling season comes around. Investigate now! Get our complete proposition. Let us convince you that the MANDEL is the logical talking machine for you to handle. Even if you are already selling phonographs of another make, the Mandel can be added to your present line with added profit to you.

Over Two Thousand Dealers

realized the enormous sales possibilities of the Mandel phonograph and are cashing in on the livest proposition ever presented. Who can question the verdict of this army—2,000 strong—who have placed their stamp of approval on the MANDEL? A high-grade phonograph, selling at a low price, giving the dealer a big margin of profit, insuring everlasting satisfaction to the ultimate purchaser—these facts prove why the Mandel phonograph has forged its way to the front rank in the talking machine industry.

Built By One Manufacturer

The Mandel machine is Mandel made. Every part is manufactured by us—not merely assembled. Every single part is produced under our own supervision by experts in the art of phonograph construction.

The Mandel phonograph embodies everything that represents real talking machine value—cabinets of supreme elegance, motors of wonderful efficiency, tone arms and reproducers that are scientifically correct. As manuufacturers we guarantee every Mandel phonograph to give satisfaction.

There is no divided responsibility in the manufacture of the Mandel phonograph. We make it—we guarantee it.



Model No. 3
$100

This model stands 49½ inches high on casters, is 24 inches deep and 23 inches wide, finished in genuine Mahogany or genuine Quarter Sawed Oak.

Read What One Prominent Dealer Says:

We made a thorough investigation of the various phonograph propositions that were submitted to us when we decided to put in a line, investigating a number of samples that were sent to us and making a trip to Chicago seeking information on them.

We decided on the Mandel machine because we believe it is the best value for the money in the market. We made a thorough investigation of their plant and saw the product being produced in every detail and are convinced that they are putting the right material into their machines and that they are built for continuous service. Their cases are beautifully finished and very attractive in design.

Their motors are excellently constructed and we are confident that they will stand up under severe use and require the least amount of adjustment and repairs. Their reproducer is good and the fact that their machines play any record is a splendid selling point.

We have sold a number of machines since we put the line in and they are all giving good satisfaction and we are thoroughly satisfied with our decision in the matter. NAME ON REQUEST.

MANDEL MANUFACTURING COMPANY
General Offices: — — CHICAGO, ILLINOIS.

MANDEL PHONOGRAPH COMPANY
Canadian Distributors, OWEN SOUND, ONTARIO

A "SHADOW BOX" DISPLAY

We reproduce here, from the Grand Rapids Furniture Record, a novel background, suggestive of the French poster art so much in vogue. The principal feature of the display is the shadow box placed in the centre, through which the gaze of the passerby is focused on the article it is desired to exploit. The box shown in the sketch was used to display a gold-plated machine, and proved unusually effective.

The box, in front, measured 6 feet by 5 feet 6 inches it was 5 feet in depth and narrowed to a rear aperture of 5 feet by 4 feet 6 inches. Its frame was



Illustration showing the construction of shadow box window.

made of light lumber, covered with black canton flannel, tightly stretched over three sides, top and floor. On the floor, the covering was "puffed," which added to the attractiveness of the display. A large frame, placed before the box, was painted white, with the scroll or carvings in gold. The contrast against the dead black of the interior was striking. A row of electric lights, concealed behind the frame, was placed in such a manner that their illumination was directed downward on the gold machine. Cut-outs representing Madamoiselle La Mode were placed at either side of the box and in front of the frame. A black canton flannel curtain hung from the ceiling, dropped directly behind the figure. Before each figure of Madamoiselle a talking machine was placed.

Featuring Hawaiian Records

If you handle phonograph records, few displays are of greater sales value than that of Hawaiian atmosphere. Paint a scenic beach background on unbleached sheeting with dry water colors, for the rear wall. Construct a typical hut of bamboo poles and straw and place ferns and palms to conceal the uprights. Seat wax figures in Hawaiian costumes, with ukeleles, on a rustic bench beside the door. Natural foliage may be used with excellent results for decoration, if procurable at this time of year.

Sprinkle sand in the foreground, where record holders should be placed, displaying popular Hawaiian records. Use one or more display cards, calling attention to new songs and inviting the public to visit your booths, where the latest compositions are being played. Colored electrics, placed in your overhead reflectors, will afford an attractive moonlight effect at night. In case you wish to color your own bulbs, have them free of dust and grit, and immerse them in dye which may be obtained at any electric supply house. A coating of glycerine will help to keep the colors from cracking.

Robt. P. Harris, president of the Harris & Barry Ltd., furniture dealers, of Ottawa, Ont., passed away in late November.

BIG SUCCESS OF HAMILTON FURNITURE FIRM WITH TALKING MACHINES

The great opportunities for furniture dealers in the sale of talking machines and records is demonstrated by the success of the Home Outfitting Company, of Hamilton. They have been featuring talking machines in their store at 170-178 King St. E., for over a year, and sales have been so good that they have opened a branch store at 77 James St. W., Hamilton, where Pathe goods will be sold exclusively. They have also opened a branch in St. Catharines. In addition to this, they have added three more demonstration booths in their main store, giving them six rooms altogether.

The success of this company is due to a large extent that they have put some real efforts behind the line, and made it a prominent department, and not a mere sideline.

TALKING MACHINE NOTES

W. A. Britton, Grand Valley, Ont., has taken on the Mandel phonograph line, and has opened a phonograph room in his furniture store.

The Ricardo Gramophone Co. Ltd., of Montreal, has been incorporated with a capital stock of $20,000 to manufacture and sell phonographs and pianos.

T. F. Harrison Company, furniture dealers of Kingston, Ont., report excellent returns from the talking machine department they recently installed.

The T. Eaton Co. Ltd., of Toronto, have extended their facilities for demonstrating talking machines, and now have sixteen sound-proof rooms.

Charles Harris has been appointed superintendent of the factory of the Canadian Symphonola Co. Ltd., of Toronto. He was formerly with the Karn Piano & Organ Co. Ltd., of Woodstock.

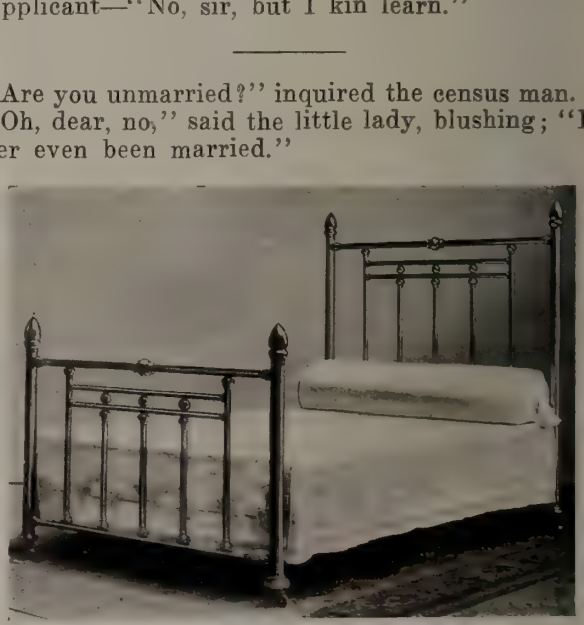
Mr. P. K. Wood, formerly with the Otto Heineman Company, of Elyria, Ohio, and Toronto, has severed his connection with that firm and taken a position with the Thomas Mfg. Co., of Dayton, Ohio.

Possible Employer—"H'm! so you want a job, eh? Do you ever tell lies?"

Applicant—"No, sir, but I kin learn."

"Are you unmarried?" inquired the census man.

"Oh, dear, no," said the little lady, blushing; "I've never even been married."



Brass bed, manufactured by the Ontario Spring Bed and Mattress Co., of London, Ont.



Rattan Rocker, made by Canadian Rattan Chair Company, Limited
Victoriaville, Quebec



Chesterfield, by The Farquharson-Gifford Company, Limited
Stratford, Ontario

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

War Will Bring Progress

By Howard S. Eckels, Ph.G.
Dean of Eckels' College of Embalming, Philadelphia, Pa.

(Written for Canadian Furniture World and The Undertaker.)

THE great world war in which Canada and the United States are now so earnestly enrolled on the side of liberty and democracy, will present to the undertakers who get to the front, either through the Graves Registration Service or through the Purple Cross, opportunities for advancement such as never have come to the profession in the past. During the nearly three and one-half years in which Europe has been battling, the professions of medicine and surgery have made most notable strides. Conditions have been met and conquered beyond even the dreams of peaceful days. It is not, therefore, too much to expect that he who serves our heroes at the front will at the same time be serving himself and the profession, and that the advances he will make in permanent preservation, in derma-surgery, and in ultra-embalming, will be quite as notable as those achieved by other professions.

A very large proportion of the bodies to be embalmed abroad doubtless will partake of many of the characteristics of posted cases. Embalming of these will be more difficult, therefore, and consequently the practise they will give will be doubly valuable. Wherever circulation has been broken by bullet, shell or shrapnel, the affected arteries will have to be carefully searched out and injected beyond the point of the break. A second injection will have to be given to many cases, but these will be principally those who die in hospitals and at a time when there will be ample leisure for extra careful work. In the midst of a great general engagement, only the most experienced and expert men can be used; but since it is the plan of the Purple Cross, at least, to have a metal tag attached to each body, giving the name and address of the man who does the embalming, it is equally certain that no slighting of the work will be tolerated.

When the bodies of our soldier dead eventually are returned to this country it will thus be possible for the receiving undertaker to know exactly what embalmer did the work, and so be able to communicate with him regarding results. This personal responsibility will do much to insure care; while the fact that he is likely to hear of the results attained on practically every body he handles will make it highly desirable for the embalmers who work with the Purple Cross to keep elaborate notes on each case so that the methods used and the results obtained may be carefully checked up after the war. This will furnish a renewed inspiration towards care and perfection, and will be invaluable in that the notes and results ultimately may be published in the trade magazines, as a guide to the profession at large.

In any event, it is certain that the band of embalmers who serve throughout this war will at its conclusion be the most expert and experienced body of embalmers on earth. The new arts of ultra-embalming and derma-surgery also will be put to their first test on a large scale, when the Purple Cross swings into action and a study of these vital subjects will be well worth the embalmer's attention at this time.

It might be pointed out that practically every condition that will be met with on the European battlefields is duplicated to a greater or lesser degree here at home in industrial, railroad and automobile accidents, as well as in hunting casualties, and that, therefore, he who studies them even though he does not expect to go abroad and who equips himself for their practice is but fitting himself the better for the work of his profession at home.

I have prepared two booklets, one on permanent preservation, the other on derma-surgery and ultra-embalming, and I shall be very glad indeed to have any undertaker who is interested in the subjects, write to me at 1922 Arch St., Philadelphia, Pa., in order that I may send him without charge, copies of these two works. In the booklet on permanent preservation, I have dwelt largely upon the double injection method and the axillary system because I believe that these two best suit the great majority of cases. The under-

CAN YOU AFFORD TO DO WITHOUT THEM?

IN the last issue of The Journal of Research in Embalming and Allied Sciences, Prof. Dhonau has an original article on the "treatment of a case of carcinoma of the face," a case which came under his personal supervision in the Cincinnati General Hospital. The professor also has an article entitled, "Is Hardening a Sign of Preservation?" Two shorter articles on "Closing the Mouth," contributed by professional embalmers also have place in this number. The articles which Prof. Dhonau writes are illustrated by photogravures, charts and diagrams, making the whole number of "Research Journal" alive with practical stuff for the embalmer.

Canadian Furniture World and The Undertaker has effected a clubbing arrangement with The Journal of Research, whereby both these papers will go to any undertaker, embalmer or assistant, in Canada, from now until the end of 1918, for $1.50. As each of these papers ordinarily costs $1 a year, it will be seen that quite a saving is effected.

The World gives the news of the Canadian funeral directing field; The Research Journal gives the very latest information on the puzzling problems which meet the undertaker and embalmer in his every day work. Can you afford to be without them?

Address, on this clubbing proposition, James O'Hagan, editor Canadian Furniture World and The Undertaker, 32 Colborne St., Toronto, Ont.

taker who is in the habit of using some other artery, however, can still attain practically every good result by using the artery to which he is most accustomed, if he will fix in his mind the general principles, behind the securing of permanent and perfect preservation.

The first vital principle to be borne in mind is that, to be permanently preserved, a body must be completely saturated with a good disinfecting embalming fluid. Any of the standard fluids will do this work if properly applied, but I believe that a fluid with a double base, such as peroxide and formaldehyde is the best, just as I believe that through the axillary artery we can reach the centre of circulation more speedily, in a more cleanly manner, and with more certainty than by the use of any other artery.

It always should be borne in mind, however, that if complete saturation is to be secured, that the first injection (or the first part of the injection if only one injection is to be used) must be of a mild, bland fluid, which will penetrate the minor arteries and capillaries instead of sealing them up, as a stronger and more astringent raw formaldehyde fluid will do. Once the circulation is obtained and the arteries and capillaries held open by injection of this mild, bland fluid, the proportion of water can be greatly reduced and the latter part of the injection, or the second injection as the case may be, made of very much stronger fluid.

In my booklet on permanent preservation, I have laid special stress on cosmetic effect and avoiding the swelling of the neck and tissues. In the work on the battlefields, these are two points which are not quite so important as they would be in domestic practice at home. There we must aim to secure preservation first of all, and preservation which we will be absolutely sure of even under the most disadvantageous circumstances. We therefore can use a greater proportion of fluid than we would in the normal case at home because any swelling which may result from the use of too great a quantity of fluid will have disappeared long before the body can be returned to its home burial grounds.

In taking up the thread of our argument, I know of no point more fitting to commence on than to urge upon the embalmer the necessity of elevating the shoulders and head and massaging the face, neck and ears and hands while embalming. There are more embalmers to-day who are willing to take this trouble; who are willing to introduce the arterial tube in the artery and drain the blood; who are willing to spend enough time to then lower the shoulders and head and see how much blood will flow from the body while in this position, who are then willing to use their vein tube before as well as during the injection of the fluid.

That fluids follow the line of least resistance is a universal law. But go even a little further. When the blood ceases to flow when the body is level, elevate the lower extremities and you will find that still more blood will come from the arteries and veins.

Remember, each of these little points is essential if one is to secure preservation which will endure, and cosmetic effect that will please.

When the tubes are inserted they reach either the innominate artery or the arch of the aorta, the subclavian vein or the innominate vein, thereby relieving the pressure and draining of the blood. With these two blood vessels open it will not be difficult to empty both, so that they will be in proper condition to receive the fluid with the least possible resistance. Elevate the head and shoulders. It is a splendid plan to elevate them high—not just so that the ear is above the line level of the rest of the body, but as high as your board will permit. I have been manufacturing post-mortem tables for years and I put a foot rail on them so that the undertaker can stand the body almost upright.

Keep in mind the arterial circulation. Remember that there are four trunk arteries leading from the trunk of the body to the head and that each of these arteries is at least as large as is the femoral artery, which alone supplies four times as much of the body weight as do all of the arteries leading to the head. It must be obvious, therefore, that in death if the body were laid perfectly level that the head would receive four times as much fluid as either limb, or, in other words, sixteen times as much fluid per ounce of body weight.

(To be continued.)

PROFESSIONAL NOTES

A. J. Beaton & Son, undertakers at Sydney, N.S., have put a new motor ambulance into commission, and the Sydney Post, the local paper, ran a very creditable illustration of the new car in a recent special number devoted to Cape Breton's industries.

Greenwood & Nestor, furniture dealers and undertakers, at Blenheim, Ont., are retiring from business.

Thos. Veitch, furniture dealer and undertaker, at North Gower, Ont., has sold his business to Sutton Frizell.

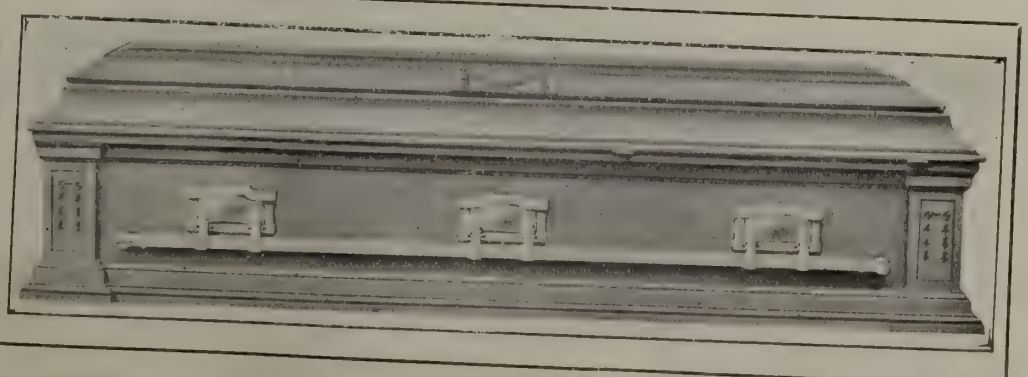
A McKay, funeral director, Wyoming, Ont., has added a new auto hearse to his equipment.

Harold, son of E. Chandler, Central Casket Co., Buffalo, has joined the army corps for service with the U. S. contingent in Europe.

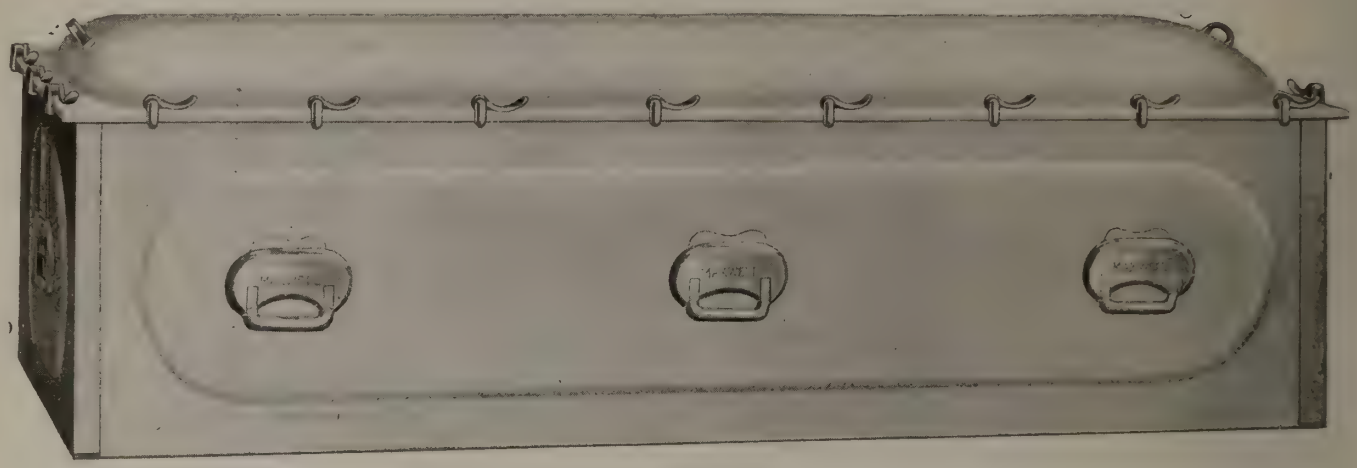
Schreiters are adding a motor hearse to their funeral directing end of their business at Kitchener, Ont.

T. E. Simpson, of Sault Ste. Marie, has been endorsed by Premier Borden, as the Union Government candidate in Algoma West.

One of the latest innovations in caskets is this put out by The Central Casket Co., Bridgeburg, Ont. It is made of cypress wood, finished in old silver, dull, with ornaments shaded dark; and also in dark antique bronze. The extension handles are in silver, old silver or venetian bronze, to match the casket. Cypress wood by test has been found to be the longest lasting wood in the ground.



Maxwell Sanitary Steel Vaults



Our Customers are Assured of Superlative Quality and Prompt Delivery.

Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned Design and Construction Unequaled

Carried in Stock by All Leading Jobbers

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $30.00; Without Tray $28.00; Tray Alone $5.00

Sold by the Leading Canadian Jobbers.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

International Brotherhood

Address given at the annual meeting of the National Funeral Directors of the United States at Jacksonville, Florida, November 15, 1917.

By J. B. McINTYRE, St. Catharines, Ont.

Special correspondence of Canadian Furniture World and The Undertaker.

I CONSIDERED it my duty to come here to show my regard for my brother funeral directors, and to meet those to whom I have become so warmly attached. I am not unmindful of the special honor bestowed, by placing my name on your honorary list, and I trust the pleasant remembrances and friendships formed shall not be broken, but continue to grow stronger so long as our lives shall be spared. I look through this assemblage at the present session, and—how few there are who were at the organization of this National Funeral Directors' Association in the month of June, 1882? It seems not long ago, but it is 35 years and more since it was my privilege and pleasure to be present at the inaugural meeting. Much has happened in the intervening years. You have made progress. You have not only been successful in some things, but are doing splendid work along educational lines. By frequently meeting together in friendly association you become mutually interested in the welfare of each other; a kindly, brotherly sentiment is kindled in the work in which you are all co-workers, propelled by the genius and energy of the American funeral director.

You assemble here in the highest and best motives of humanity to do what you may to elevate the dignity of your calling. I congratulate you, Mr. President, upon the auspicious character of this organization which has arisen to prominence. I see here men of high character and ability, representatives of nearly every state, meeting to discuss questions relating to your special line, to promote education, who worthily reflect by their learning, their achievements and accomplishments, some of the best intellects of the vast and noble country of mighty interests, those engaged in funeral management, who by their own experiments and tender solicitude have done so much to open the eyes of the people to the methods by which you lead the way. Having an intelligent appreciation of the sacredness of your calling, the genius of the modern funeral director has brought to bear the fruits of education and many years of active experience, with the aid of science in the art of embalming.

Acting on the principle "that knowledge is power," schools and colleges have now become part of your education, and progress has ever been your watchword. I see no reason why this session should not be the most interesting and helpful of any that has ever been held, based upon fraternal and educational relations that should exist between man and man as it advances in its mission. The union among men is now regarded as one of the conditions of life, therefore it is a good thing to call the funeral directors of the different states to meet one another in annual session.

In every country where liberty is prized, and citizenship is appreciated, men assemble and counsel together, to cultivate a broader fraternal spirit between those engaged in the same calling. I rejoice that I am here to-day to take part in your proceedings. We Canadians take special pleasure in joining hands with our big neighbors in their educational work. As a Canadian, it is always a pleasure for me to speak of my native country. We are an international brotherhood on this continent. I extend to you the fraternal greetings and best wishes of the Canadian people. We rejoice with the United States in all their successes, all their prosperity, all their happiness, and we profoundly and earnestly sympathize with you when misfortune overtakes you. In presenting the greetings of the Canadians, it may surprise you to know that in the last half of the past century Canada sired and trained 3,250,000 Canadians and gave them to the United States as citizens, nationally the greatest gift one nation can give to another; in the last census of the United States there were 2,600,000 Canadians and children with at least one Canadian parent in the United States, and you have no finer type of citizen in your great Republic.

On the other hand Canada received from the United States in the five years ending 1914, 350,000 American settlers in our north west, who brought with them $135,000,000 in value as per return made by them to the Canadian Government, thus showing a strong international brotherhood is being developed. And there is another bond of union beyond the natural one to which I have alluded, and that is the commercial interests of these two countries. Those who are interested cannot but be gratified to observe that in the question of relationship between the American and Canadian people there is a growing desire for a closer partnership, and we can look forward to a future tie more influencial, more prosperous, more brilliant than even the past has been. Canada's national standing on this continent binds the British Empire and the American Republic in one world-spanning, English-speaking fraternity.

Let us ever bear in mind that we are only part of one grand brotherhood, and that we have a duty to perform to others as well as ourselves. We are perpetuating that freedom of thought, that civil liberty and religious independence which have been bequeathed to us by our forefathers, but a greater value, an infinite worth, belongs to the friendly relation between man and man, between state and state, which shall grow up in the intimacies, the confidences, in what we learn and what we teach as we come together, in the blending and intercommunication of the moral resources of both nations that shall make us more and more one people in laws, liberties and national glory. The world would be indeed uninviting if affectionate and brotherly regard existed only in imagination. It is by means of such contact as your presence here to-day produces, that fraternity and international brotherhood is extended, and that we learn to understand each other. This interchange of thoughts and experiences by persons living in different countries, must lead to the advancement of both. I have been impressed during my frequent visits to the United States with the large-heartedness of the people, and I see no reason why you should not be large-hearted, for you are composed of the best and most energetic classes of the civilized nations of the world; nowhere is freedom more bravely maintained; An imaginary line divides the United States from the Dominion of Canada; we have lived side by side as neighbors and frends, almost as fellow citizens, for more than a century, and the barriers between trade and commerce have been greatly lessened. May we look forward to the time when the only barriers between these two countries will be the barriers which

nature has created, and that so far as we can, we will endeavor in the future as I believe we have done in the past, to promote those feelings of peace and amity between these two nations, the maintenance of which is one of the objects to be more desired in the interests of the world at large. As the heart of these two countries beat in unison, and having a common interest, we are one in blood, one in language, in hatred of oppression, and love of liberty; our interests are more intensely international to-day than ever before. A fellowship of service and sacrifice has sprung up that will add a new element to our international bond. We are not only neighbors, but comrades joined in a common effort to achieve a common goal. May we hope that in the end we shall find ourselves still better neighbors and still more understanding friends than before. We have no longer to prove to each other or to the world that Americans and Canadians are high-spirited and fearless, and will have justice, and will put up with nothing else from each other, and from nations at large. It will not be disputed that we are approaching a critical stage in the history of self-governing countries, these great nations, which have within them every element of national life, have taken their rank amongst the nations of the world. It is impossible not to feel that this year marks an epoch in the history of the United States, and the relations which the United States is to bear to Great Britain, and the relation which Great Britain has to bear to the United States, and the union which animates these two nations becomes of more importance than ever before. I see in that union a real safeguard for the maintenance of the peace of the world. To-day we salute our comrades across the seas, our flag is uplifted to welcome the gallant men who have overleaped the barriers of the United States and have shared in our country's struggles and its honors, as comrades, brothers and friends, with whose sons we claim kinship; whose national hymn is set to the same air as our own. A new chapter in the science of life has begun. Governments are instituted to secure the inalienable rights of the people, among which are life, liberty, and the pursuit of happiness. This great nation has at its head an elected President, a man more powerful than the most despotic monarch, because he represents the will of the great nation, which elected him—the chief for the time of a vast English-speaking people. Your President has shown himself worthy of the nation's trust in its days of trial. Let me think that the United States and Great Britain, and may I add, the Dominion of Canada, have come together, and may they ever stay together. I desire personally to express my admiration for your honored President, Woodrow Wilson, whose diplomacy has shed so much lustre and glory on the United States during all the trying months. Patience, tact, wisdom, statesmanship, in a high degree; his dignity to govern, his self-possession, his every act inspired the people to higher thought and nobler ideas. Guided as he was by an abiding sense of duty, his fidelity to his high responsibilities has impressed every nation of the civilized world. The most enduring laurels any man can wear is the love and regard of his fellowman. Among life's throng of impressions there are a few men that stand out clearly. At this time the world has to depend largely on the devotion of the brave men who are giving their lives for the ideals which we hold dearer than life—liberty. The world is learning as it never has before, the importance of our liberty and our homes. We have a common origin, a common history, a common language, a common love of liberty and law. We have common principles to assert. We have common interests to maintain, that appeal to the higher sentiments of patriotism, as well as our material interests which are calculated to stimulate and inspire every one who cares for the future of the Anglo-Saxon people. Let our voices always be lifted together for the cause of human progress and the advance of civilization. May that flag of yours, and that flag of mine, continue to enrich the skies and wave over a great free people. I ask you to accept in frankness and sincerity this message of goodwill and friendship to my brother funeral directors. I assure you I am deeply sensible of the warm welcome that you have extended to me; not merely as a compliment to myself, but because you were regarding me rather in the character of a representative of my country. Your welcome indicated to me a conviction that in the continuance of friendly relations between the United States and the Dominion of Canada there were involved blessings to those countries we love so well. And I look forward and see the United States and Great Britain standing shoulder to shoulder with tranquil and excellent spirit. The victory yet to come, the outcome of which shall be liberty to all peoples of the world, and that benign and Divine peace, which is the sure and sovereign fruit of such liberty which shall bind us together in a bond of international brotherhood.

"We speak the same dear mother tongue
Our blood is your blood, too;
The colors of our countries' flags,
The same Red, White and Blue.
Two flags, one land, one people—
Two nations, yet the same;
One thought, one hope, one purpose,
One object: win the game."

W. H. Tuck, the well-known embalmer, of Oakville, Ont., is purchasing a motor hearse. The "Old Mill Parson," is always up-to-date.

David P. Fry, of Dunnville, Ont., is installing a new motor hearse. It is being made by Greer & Son, London, an Overland chassis being used.

G. A. Roy, of G. A. Roy, Limited, Bagot, P.Q., has been granted a $35,000 bonus by St. Hyacinthe, Que., the agreement becoming operative without the necessity of a poll. It is understood that a new company will erect a large plant for manufacturing caskets and casket hardware. The new concern will buy out G. A. Roy, Limited, and the Godue Casket Mfg. Co.

Mr. Robt. U. Stone, 525 Sherbourne Street, Toronto, is in need of a high-class man for a first-class place.

A VISIT TO FLANDERS

Second of the series of poems on current topics written for Canadian Furniture World and The Undertaker.

Dedicated to Sir Robert Borden by kind permission following the return of the Premier from his first visit to the field of battle. The following poem which was extensively copied in Canada, was also published in England, Belgium, France, and the United States, received the recognition of Sir Robert, who favored the author with his autographic portrait:

I saw the flash of thundering war;
The flames of Moloch threatening far—
And scores of glorious cities doomed,
Where Art and Beauty lay entombed.
I seemed to hear the helpless cry
While Prussia laughed to see them die.
A million spiteful tongues of light
Leaped out from hamlet, field and height;
A star-shell to the heavens flung
Revealed a sentry as it hung;
Canadian born and strange to fear,
He faithful hurled his answer, "Here."
From rapid firers lightning jets,
Leaped from the British parapets,
Directing death with steady gaze
The gunners aimed a thousand ways
Hurling the deadly, leaden stream
Responsive to the Prussian scream.
A distant boom across the plain
Re-echoed from the siege-gun train.
I saw the long white fingers work,
Across the zone and split the murk;
A burst of flame, a savage bark,
Then detonation at the mark.
On high the pilots of the sky,
In speedy flight, with eagle eye,
Looked down, unloosed the deadly bomb
To kill and delve a ready tomb—
Then dipped the banking aileron
For home their ghastly duty done.
I saw the path where duty lead
Across the banks of heroes dead,
And cursed in my imagining
At one whose madness schemed to bring
A world of slaves beneath his feet,
And prayed devout for his retreat.
Speed on the day when peaceful quest
Shall shackle Mars and lull to rest
Ambition, drunk with vain desire
To rule, or drench the earth with fire,
The like of Mons, the Marne, the Aisne,
Of Langemarck, Ypres, Rheims, Louvain.
Ye heroes, stout as classic gods,
Arise! Put down the ruthless Prussian odds,
And flash new light across the world,
And keep the triple-cross unfurled
As signal to humanity—
The beacon light of Liberty.

Tremont Park, —ANGUS.
Gananoque, Ont.

TORONTO EMBALMER WOUNDED

H. W. Brown, until enlisting, an embalmers' assistant, in Toronto, was wounded in the head, arm and leg in a recent battle in France. He is 26 years of age. His mother, who resides at 93 Harcourt Ave., Toronto, has given three sons to the Empire, Herbert Walter being the third. One of the boys was killed in action two years ago. Mr. Brown left Toronto as a sergeant, but reverted to the ranks in England, in order to get to the fighting in France.

FUNERAL DIRECTOR'S SON KILLED

Lieut. Arlington Beckett, son of H. B. Beckett, funeral director, Brantford, Ont., was killed in the battle of Lens, on August 15, last. He was but 20 years of age. He enlisted in the 215th Brant Co. Batt., and while in training at Niagara camp answered



THE LATE LIEUT. A. BECKETT,
killed in action at the front.

the call for volunteers to go immediately to England, finishing his training there.

Lieut. Beckett had been only three months in France when he was killed. His father received a long letter from Lt.-Col. H. V. Rorke, of the 20th Canadians, his superior officer, telling in detail, how well the boy had behaved in leading his men into action.

NEWS FROM THE FRONT

J. L. Jones, who was for some time Montreal representative of the Kindel Bed Co., and who enlisted in Toronto with the 208th Irish Canadians, is now in England, and has risen to the rank of corporal. He is qualifying at present for sergeant's stripes.

In a very interesting letter to a fellow traveller, Jack McLaughlin, of the Central Casket Co., Corp. Jones tells his impressions. He was sorry to miss this year's Ex., also the ball games in which Toronto won the pennant. He likes England for her scenery and some other things, but would not give a square mile of Canada for the whole island. Visiting Ireland, he had a kind word for the hospitality of her people.

"It is a good idea," continues Mr. Jones, "of the U. S. to make arrangements for the return of the bodies of their dead soldiers," and he has a good word for the Purple Cross movement. He has another furniture man in his battalion, Arthur Lowery, of the Gold Medal Furniture Co., and they are anxious to get to the front. He thinks that when properly going, with the help of Uncle Sam, they will make short work of the German sausages. As to souvenirs, Corp. Jones intends to bring to his friends a number of things, running from German battleships to frauleins.

MORE SCIENCE

Third address delivered by Prof. Chas. O. Dhonau before recent Canadian Embalmers' Association Convention at Toronto. From official records for Canadian Furniture World and The Undertaker.

SECRETARY MATTHEWS has just finished telling us about the science of business in connection with the business side of our work. He has made calculations from his own experience and from the experience of others, which go to prove certain things or conclusions. His advice along lines of overhead expense is extremely valuable, not because he is advising you how to calculate costs, selling prices, etc., but because the advice he gave to you was based on business reason and experimentation, experience, theory and practice; and, being based on all of those things the advice is sound. Most anyone could take a few minutes to tell you how to run your business, but you would not know whether it would be good policy to shape your affairs according to advice unless you knew that the advice was sound. When you hear advice, such as was told this morning, you know it is sound because it is based on the five things mentioned above and is therefore scientific; which, in a certain sense, makes the term scientific synonymous with the term sound. When anything is truly scientific it is sound. Science therefore is only organized knowledge—that knowledge which comes of a listing of facts and from interpretations based on actual occurrences.

Science, like the information given by Mr. Matthews, is an accepted truth upon which we can safely build our work. It is a foundation, and all foundations must be without flaws or it would not be safe to build on them. Embalming is still more of an art than it is a science. We feel the necessity for a better and more scientific foundation for embalming, but cannot report at this moment more than a partial success along this line. A practical study of what has been accomplished in the art of embalming will show how far we have advanced toward that ideal which we see before us—embalming reduced to a science.

It seems to us that there are four principles on which a proposed science of embalming could be built. These are as follows: The embalming fluid or solution must be right; the proper amount should be used; the proper distribution must be obtained; and, the proper pressure of fluid in the blood vessels must be maintained during the process.

An embalming fluid to be classed as a standard embalming fluid should be one which has: (a) the proper germicidal effect; (b) the proper cosmetic properties; (c) the proper composition to enable it to be diffused from the vessels in which it is brought to the tissues; (d) a low viscosity degree—the property which enables it to pass into the smallest of the vessels of the body; and, such evidence that the fluid has such properties from the history of the fluid while it is on the market and in use generally by embalmers. An embalming fluid which has been giving satisfaction for at least two years under all kinds of conditions, including various degrees of use and misuse that it would have to undergo for that length of time should be a fairly good embalming fluid to say the least.

Now, to show some of our limitations, we will discuss a case of paralysis, the underlying cause of which is arteriosclerosis. Persons lose control of their muscles in paralysis because the sclerotic, hardened, closed condition of the arteries, prevents the blood from reaching the tissues in sufficient quantity to keep the tissues healthy. If, then, the smaller arteries do not allow of the passage of sufficient blood to keep the tissues in a healthy condition, we cannot hope to achieve a better result with the embalming fluid which will be similarly handicapped. Therefore, given a good fluid and good intentions behind it, we are then handicapped by circulation defects in cases of this kind. Science, therefore, tells us not only why we can do certain things, but why we cannot do other things, and when I said that we had not achieved a full measure of success in conquering the science of embalming, it was because we have not been able as yet to work out all of the reasons pro and con for all the happenings. Until we have been enabled to do this we cannot claim to have made the work truly scientific.

In dropsical cases, cases that are saturated in life, the tissues surrounding the blood capillaries are quite full of moisture. This being the case it is quite difficult to make them absorb as much fluid per pound of body weight as in thin, comparatively dry, cases, in which the tissues are dry and ready to absorb the moisture of the embalming fluid. In dropsical cases, which are in most cases marked by circulation defects even in life, we do not seem to be able to use the blood vessels to their fullest extent, because of those defects. So, as you will see, we are handicapped in dropsical cases not only because of the great saturation which prevails, but also because of the imperfections in the circulation pathways.

The laws by which bodies are allowed transportation, specify that the injection into the arteries should consist of an amount of fluid weighing at least one-tenth as much as the body. We find it impossible to inject that much fluid in the dropsical case in one injection, and we also find it possible to inject more than that into the arteries of the comparatively dry body. These conditions, as you see, depend greatly upon what is already in the tissues before we begin the injection.

We take the man who has passed the meridian of life, after his capillaries have become so comparatively empty that wrinkles form in the skin, and by an injection of sufficient fluid to refill them, cause him to appear in some cases ten to twenty years younger. The comparatively dry condition of the tissues in these cases, gives us an opportunity to induce a greater degree of absorption of embalming fluid by the tissues which helps to produce the above mentioned effect. The gradual decrease in saturation of the tissues after the meridian of life has been reached, causes an ever increasing formation of wrinkles, and when we massage the face and thus stimulate the circulation to its tiny vessels, they fill up and the face loses many of its wrinkles, and, therefore, appears to show a reduced age.

We can learn much from the intra-vascular pressure in life and in the living circulation. The fluid depends for its ability to reach all parts of the body on sufficient pressure within the blood vessels to force it everywhere. In making proper comparisons we always experiment with a great number of cases.

It is possible to inject as much as five gallons of fluid into a body without securing what is known as a complete circulation. On one occasion, in experimenting with capillary circulation, we injected two gallons of fluid into the axillary artery, with a draining tube in the femoral vein. When we had not drained a drop

SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted DIOXIN, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He KNOWS that he has the Best Fluid in the world and he will tell you WHY.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using DIOXIN.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit DIOXIN Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out DIOXIN as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that DIOXIN IS the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before DIOXIN will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

of blood or fluid during the injection of that quantity of fluid, we instituted an examination to discover why drainage did not occur, and to our surprise noted that the abdomen seemed to have been filled with the fluid. Autopsying this body to arrive at the cause, we found that at some time previous to our injection some one had used the trocar in the abdomen, and through its use had severed one of the larger branches of the superior mesenteric artery of the intestines, and it was through this severed artery that embalming fluid ran into the cavity, rather than to make the long circulation to the veins.

We found that much of the blood coming from the vein tube in the drainage operation with the ordinary method of continuous drainage was in reality embalming fluid wasted, and that we could save half of this waste by only draining during the injection of alternate pints or quarts of fluid.

As to the injection of fluid in ordinary funeral practice, we find that about 5 per cent. of the body weight in fluid is the rule, and that thin bodies would take more than 10 per cent. with one injection, and that we could only inject about 6 per cent. in the average heavy case in one injection, but that in either case we could return in eight hours and re-inject as much as we injected the first time.

As to making a charge for embalming; some undertakers charge $10.00; some, $25.00; and others $50.00; while others charge nothing at all. Perhaps it is worth nothing, or $10.00, or $25.00, or $50.00, as the case may be. The man who does the charging is perhaps in the best position to say what his work is worth.

You have no legislation in Ontario to govern the transportation of bodies, but you should have. In some of the states it is provided that the bodies be held for at least 12 hours after embalming, for observation and further treatment, if same is found necessary before shipping a body to its destination. If you are working along scientific lines you will find it necessary at times to re-inject a body that is to be shipped, particularly in those cases which have a long way to go. With a law like that above mentioned, it would be within your power to hold a body legally until you were sure of having the proper degree of preservation.

The question now comes up as to whether the embalming fluid should be used hot or cold. If you want to obtain the maximum rigidity effects from the use of a string formaldehyde fluid you must use it hot. A hot solution acts more rapidly than a cold one. This is in line with the well-known physical law that heat hastens chemical changes, and as the embalming of a body is in fact chemically changing it so that decay may be held back, the rule holds good here. If you have an extreme case; one in which the maximum chemical effect is desired, the hot solution will have the maximum effect, because any hot solution has a greater penetrating effect than cold, and quicker action when it arrives at its destination.

Ex-Mayor John Shaw, of Toronto, clerk of the County Court, died on November 28. His funeral, which was of a semi-public character, was conducted by Robt. U. Stone.

Gas formed in the living body as a result of chemical activity is known as effervescence, but there are also gases formed in the living body due to fermentative bacteria. These are confined to the colon.

Energetic Northern Funeral Director

A. H. Cosby, Gravenhurst, Ont., has grown to be one of the biggest funeral directors in the district north of Toronto. He recently built for himself a new furniture store and funeral parlors, laying out the premises on up-to-date lines.

The building is 40 feet front by a depth of 75 feet, with separate entrances to the undertaking parlors and furniture department. An archway at the rear of the store connects the two departments.

Entering on the right hand side of the building, one comes into the office, and behind that is the chapel, with the morgue still further back. The whole suite is finished in white enamel, and the morgue is equipped with the latest sanitary devices, hot and cold water, etc.

The furniture department is on the left hand side, with a display window very attractively laid out. The main salesroom is 20 x 35 feet, with a big shipping and receiving room at the rear.

Upstairs, Mr. Cosby has laid out an attractive home for his family. Because of his attention to his business and profession, Mr. Cosby has made great strides forward. In the past six months he has looked after 55 funerals.



A. H. Cosby, standing in doorway of his new "funeral house" at Gravenhurst, said to be one of the finest north of Toronto.

THE BIG NATIONAL CONVENTION

Jacksonville, Fla.—The 36th annual convention of the National Funeral Directors' Association of America, was held here at Hotel Windsor, commencing an Thursday, November 15. The attendance was both large and representative, some 600 visitors being present. M. H. Alexander, retiring president, was chairman of the proceedings.

J. B. McIntyre, St. Catharines, Ont., represented the Canadian Embalmers' Association, and the other sister organizations in the Dominion. His address (printed on another page of this issue) was well received. Mr. McIntyre was the centre of a group of eastern delegates who came down to the convention by boat, from New York.

Both the N. F. D. A. and the conference of Embalmers' Examining Boards endorsed the Purple Cross movement; and the gathering went on record to push strongly the work of higher education among the profession. The dues and fees of members on active service are to be remitted during the period of the war. Chas. C. Reel, Pittsburgh, was elected presiding officer for the next year, and H. M. Kilpatrick was re-elected secretary for the twentieth time.

Splendid entertainment was provided by the Florida funeral directors. Next year's convention will be held at Grand Rapids, Mich.

PURPLE CROSS IN WESTERN CANADA

A. B. Gardiner, secretary of Funeral Directors' Association of Western Canada, is another funeral director who is interested in the Purple Cross movement to raise 50 embalmers in Canada to accompany the American military corps across the sea and properly embalm and inter the bodies of the dead soldiers. He recently told the Winnipeg newspapers that the object had been taken up there and would be discussed at the executive meeting of the Association in December. The idea at present is that the bodies would be embalmed by a special process in the front line trenches, and at a convenient opportunity they would be sent back to Canada for interment.

One suggestion is that bodies, after undergoing a special process for preservation, should be interred in Europe until after the war, and then brought back for burial.

C. G. Smith, of Barrie, Ont., is installing a new motor hearse.

W. A. Strachan, of Orillia, recently formed a partnership with J. Day, under the firm name of Day & Strachan. They are remodelling their undertaking parlors, and will install a phonograph and piano department in the front section of their building.

Undertakers Shipping Directory

ONTARIO

Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont.—
Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Hamilton—
Blachford & Sons,
57 King Street West.
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Huntsville—
Hilliar, Joseph.

Ingersoll—
McIntyres.
F. W. Keeler and R. A. Skinner, props.

Kemptville—
McCaughey, Geo. A.

Kingston—
Corbett, S. S.
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.

Orillia—
W. A. Strachan,
Successor to
H. A. Bingham.
Phone 453.
D. Clark. Tel. 159.
Mundell, J. A. Phone 126.
150 Mississaga St.

Oshawa—
Disney Bros.
Luke Burial Co.

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
William, P. R., & Sons, 519 Talbot St.

Stirling—
Ralph, Jas. Phone 102.

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Down & Fleming,
94 Ontario St.

Toronto—
Cobbledick, N. B., 2068 Queen St. East and 1508 Danforth Ave. Private Ambulance.
J. A. Humphrey & Son,
463 Church St.
Washington, Fleury Burial Co., 685 Queen St. E
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Thedford—
Woodhall, J. B.

Wallaceburg—
Cousins, Burlington & Saint.

Welland—
Patterson & Dart
Sutherland, G. W.

Woodstock—
Mack, Paul.

Whitby—
Nicholson & Seldon.
Disney, R. S.

QUEBEC

Montreal—
Tees & Co., 912 St. Catherine St. West.

NEW BRUNSWICK

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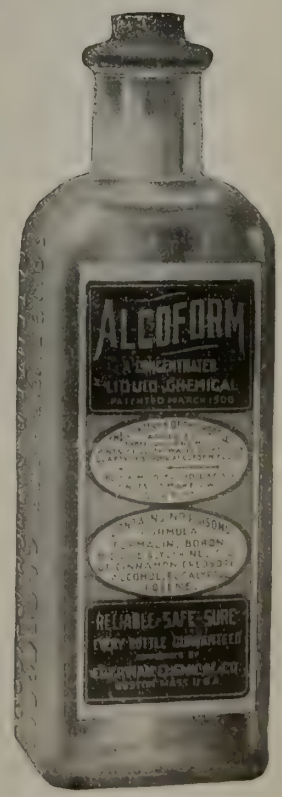
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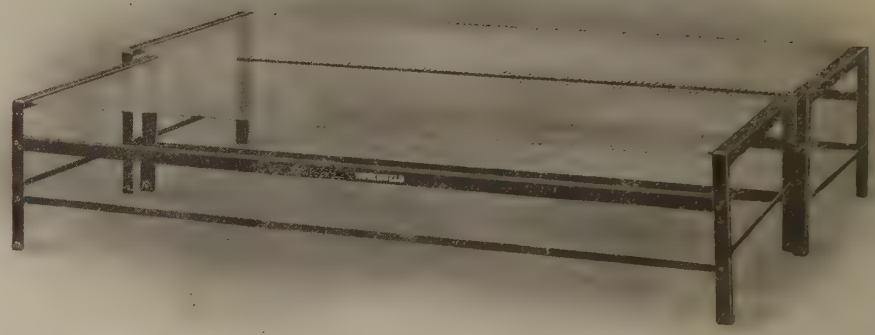
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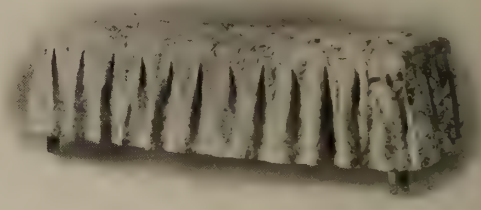


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